Faculty of Information Management

Fundamentals of Entrepreneurship (ENT300)

"SANTAI CYBERCAFE"

KEEP CALM AND LOVE SANTAI

Prepared by:

Nurul Hidayah Atikah binti Abdullah (2012439786)

Rosmawaddah binti Md Rosidi (2012882184)

Nursafarina binti Suliman (2012210994)

Nurrini binti Esmani (2012219036)

Group

IM1105A

Prepared for:

Mr Abang Salleh bin Abang Sulaiman

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Executive Summary

Santai Cybercafe is a business that serves internet and computer service to the customer which located at Kuching, Sarawak. Santai Cybercafe offer fast Internet surfing service to people that may not have Internet access in their home. Therefore, Santai Cybercafe wants to provide it. All range of age like teenager, adult and children are welcome to come to Santai Cybercafe.

We believe that Santai Cybercafe can achieve high profit because Santai Cybercafe serve customer with a good service. The workers will help customer if there is any problem occurred while customer are in Santai Cybercafe. Moreover, Santai Cybercafe also provides additional service like selling drink and junk foods. Santai Cybercafe also has printing and photocopy service to those who need to print or photocopy anything. Therefore, Santai Cybercafe is really a convenient cybercafe that offer three services at once.

As time passes, Santai Cybercafe wants to be known and slowly gain customer trust to use their service when customers want to surf internet. Santai Cybercafe will slowly gain market share as it provide variety of service to all range of age which are children, teenager and adult.

Lastly, we strongly believed that Santai Cybercafe will gain profit and compete with its competitor in 2 and half years ahead because the business realize that nowadays people are relying on Internet to find information, to get in touch with their family and friends, to complete their task and playing games. Therefore, we want to propose this Santai Cybercafe as we believe that we can make this business succeed.

1.0 Introduction

Name of the company: Santai Cybercafe

Nature of business: Internet surfing is the main service but there is also additional service such as printing, photocopy and sells junk foods and drinks

Industry profile: It is a partnership business between 4 people. Santai Cybercafe serves customer with Internet surfing, printing and photocopy service. Santai Cybercafe also sells junk foods and can drinks as an additional service.

Location of the business: Santai Cybercafe will be operates in 1st Floor, Lot J2-25, Unit CJ 309, MJC Batu Kawa, 93250 Kuching, Sarawak.

Date of business commencement: Santai Cybercafe will begin to operate on 1st January 2015.

Factors in selecting the proposed business: Nowadays everybody needs Internet for any means. Therefore, we want to propose a cybercafe in order to provide Internet service to them. Besides that, there is a higher possibility to obtain high profit from it because not everybody have connection to Internet in their home, plus children nowadays also surfing Internet to play online games and so on.

Future prospects of the business: We believe that this business has good future prospect. This is because it has high demand from people at any age. Most people use and rely on Internet as their information sources, for social networks, entertainment such as games and video, to read news and so on. Furthermore, Santai Cybercafe also offer customer other service which is sell drink and junk food that might make customer feel comfortable and will choose Santai Cybercafe as their place to spend their times due to service that Santai Cybercafe offers.

Mission:

1. To serve fast Internet service to customer.

2. To provide better and calm environment with facility that business provide.

3. To attract as many as possible people to come and get higher profit from that.

Vision: To become the most known cybercafe in Kuching with the best services given to customers.

Company's Goals: To reach high profit in every month and also to make sure that customer satisfy with Santai Cybercafe services and also facility that we provide.

Motto: "Keep Calm and Love Santai"

We choose this motto due to the second mission of business to provide better and calm environment to the customer.