



اُونِيُوَرَسِيْتِي تِي كُوْلُو كِي مَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

FACULTY OF BUSINESS MANAGEMENT

BUSINESS PLAN

POSH CAFE

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LETTER OF SUBMISSION

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25 August 2018

Sir,

Submission of Business Plan Proposal Entrepreneurship (ENT 300)

Allude to the subject stated above, we would like to submit the proposal of our final project paper for entrepreneurship (ENT300) subject.

1.1 INTRODUCTION

A business plan are on of the steps to achieve the goals in the future business. For the business we worked together as a team to open up a business that is called Posh Café. We have decided to open up a business that are focusing to Pountinka Caramel. This business plan are made for those who enjoy the dessert. This business is a partnership of 3 partner.

In our business, the decision is made after discussion among the partner. In addition, our marketing manager is responsible in completing the task that related to marketing such as in preparing the market plan, identified the market target and identified marketing competitors.

Lastly, our financial manager will handle all the financial plan and gather all the information about the business budget in the business and preparing the budget and financial statement for the company.

1.3 EXECUTIVE SUMMARY

The Posh Café is the partnership business that consist 3 partners where share the same interest and passion to do a dessert café. The partner are consist of general manager, marketing manager, financial manager, administration manager and operational manager.

In addition, Posh Café offer a pudding caramel, churose, fried ice-cream and etc. As we all know, dessert are the food that everyone love to eat at anytime they want especially after having a dinner.

After a few discussion, we have decided to open our café at Kuching because of the high population in the Kuching area and the strategic place to open up the business. Jalan Satok are one of the most used road for Kuching citizen. Our café are near to the shopping mall, residence area and offices.

We expected to increase the number of customer and gain profit in the future. Although Kuching has many competitors that sell a dessert, we offer a dessert that are different price from any competitors so that we have the diversity of dessert café.

Our mission and vision are to make our business to expand and be well known in Kuching and other area or other state. We also hope that we can gain the maximum profit but minimize expenses in operation of the business.