



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP
BM1175A1

BUSINESS PLAN PROPOSAL
"KOPIKAWAN CAFE"

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1. INTRODUCTION

1.1 Executive Summary

KOPIKAWAN is a coffee shop located at Block 1, Lot 1G, Ground Floor, Api-Api Centre, Jalan Coastal, 88000, Kota Kinabalu, Sabah. Kota Kinabalu is a strategic place because it is a main city of Sabah where surrounded with elite community and foreigners. In addition, Api-Api Centre itself is a strategic place because it is located in the middle of Kota Kinabalu city where there are many people love to spend their time here especially during weekend and festive season. Therefore, we find it very suitable to run the operations of KOPIKAWAN Cafe since the surrounding is good for our coffee cafe development.

While there are many Coffee Shop like KOPIKAWAN Cafe, KOPIKAWAN Cafe will excel due to its attention to detail regarding customer service. Through unheralded customer attention, KOPIKAWAN will slowly but surely gain market share as it services the entire family, creating long-term relationships. Last but not least, KOPIKAWAN Cafe location will allow it to attract a lot of walk in traffic.

We, KOPIKAWAN Café. will make sure that people will decided to go to our café whenever their need to drink a coffee. We will provide them a better services with a better quality of our product and keep improving our business from the aspect of services, quality and prices so that we can be among of successful café such as Starbuck.

We, KOPIKAWAN Cafe, saw the opportunity that this business has the potential of success provided that it is handled efficiently. Since nowadays there are many people become more attracted to food and beverage so we will be at the top of confident level to improve our business and in the same way we will gain more profit as what we have planned. KOPIKAWAN Cafe sees this as a way to prosper in this market, by taking advantage of all these peoples need.

1.2 Purpose

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that KOPIKAWAN will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

KOPIKAWAN has asked from Bank Islam for a loan up to RM 20,000 so that it can build itself in this business. The other RM 50,000 will be from the accumulated capital provided by each shareholder in our company. Every shareholder has agreed to contribute RM 10,000.

The financing will be used to purchase a start up assets for our KOPIKAWAN Cafe such as equipments, furniture and fittings, store front and artwork, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer for us.

We also use this business plan as a guideline to the manager in order to succeed in the business. KopiKawan has all the ingredients to be one of the best in the Coffee Shop. We have set out our goals and keep a hardworking in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

KOPIKAWAN will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. KOPIKAWAN is totally confident that we will be able to pay the loan back to the bank including the interest payment in the loan given. We will make sure that our business keep working smoothly so that we can gain more profit than expenses.

1.3 Company Background

Name of company :KOPIKAWAN CAFE

Address :Block 1, Lot 1G, Ground Floor,
Api-Api Centre,
Jalan Coastal, 88000,
Kota Kinabalu, Sabah

Telephone number :03-88245524

Fax number :03-88245524

Email :kopikawancafe@yahoo.com

Form of Business :Partnership

Main activity :Serve Coffee

Date of Registration :11 December 2015

Number of Registration :M2013370-D

Date of Commencement :1 January 2016

Initial Capital :RM 50,000 (own)
RM 10,000 (loan)

Name of Bank :Bank Islam