



UNIVERSITI TEKNOLOGI MARA
FACULTY OF HOTEL AND TOURISM MANAGEMENT
DIPLOMA IN TOURISM MANAGEMENT

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
#RASTA CAFÉ

PREPARED BY

NORSYAMEERA ANISAH BINTI ABD. RAHMAN	2013624664
VALENTINA JOYCELINE LIGADU	2013484034
ALFERA DUSING	2013633602
JOEY GERRY MARTIN JUIL	2013844288

Table of Contents

Contents	Page
Executive Summary	
1.0 Introduction	4
2.0 Purpose	5
3.0 Company Background	6
3.1 Logo	7
4.0 Partners Background	8 - 11
4.1 Partnership Agreement.....	12 - 15
5.0 Location of Business	16
5.1 Layout Plan	17
5.2 Advantages.....	18
6.0 Marketing Plan	19
6.1 Service Description	19
6.2 Target Market.....	20
6.3 Market Size	21
6.4 Competition.....	22 - 24
6.5 Market Share	25 - 27
6.6 Sales Forecast.....	28 - 30
6.7 Marketing Strategies	31 - 37
6.8 Marketing Budget	38
7.0 Operational Plan	39
7.1 Process Planning	39
7.2 Operations Layout.....	40
7.3 Production Planning.....	41
7.4 Material Planning.....	42 - 45
7.5 Machines and Equipment Planning.....	46 - 47
7.6 Manpower Planning	48
7.7 Overheads Requirement	49
7.8 Location	50
7.9 Business and Operation Hours	51
7.10 License, Permits and Regulations Required.....	52

7.11	Operations Budget.....	53
7.12	Implementation Schedule.....	54
8.0	Administrative Plan.....	55
8.1	Organization Mission and Vision.....	55
8.2	Organization Chart.....	56
8.3	Manpower Planning.....	57
8.3.1	Schedule of Task and Responsibilities.....	57 - 58
8.3.2	Schedule of Remuneration.....	59 - 60
8.4	List of Office Equipment.....	61 - 64
8.5	Administrative Budget.....	65
9.0	Financial Plan.....	66
9.1	Project Implementation Cost.....	67
9.2	Sources of Financing.....	68
9.3	Pro Forma Cash Flow Statement.....	69 - 71
9.4	Pro Forma Income Statement.....	72
9.5	Pro Forma Balance Sheet.....	73
9.6	Financial Analysis.....	74 - 79
9.7	Budget.....	80 - 82
9.8	Depreciation Schedule.....	83 - 88
9.9	Loan Repayment Schedule.....	89
9.10	Sales and Purchases Projection.....	90 - 92
10.0	Appendices.....	93 - 97

Executive Summary

1.0 Introduction

#Rasta Cafe is a café/restaurant located in Lot 82, Blok I, Ground Floor, Plaza Utaman, Alamesra, Kota Kinabalu, Sabah that allows the students, working people, young adults as well as tourists around the area to have their gastronomy needs satisfied in one convenient location. #Rasta Café serves variety of food and drinks selection with an affordable and reasonable price to its customers accompanied with talented live bands every night. #Rasta Café also sells its own merchandise goods with funky and colourful design to attract the buyers.

While there are only few of themed café or restaurant in Kota Kinabalu, #Rasta Café believes that it can penetrate the market by giving the best service and quality to each customer that walks in to the café.. Through unheralded customer attention, #Rasta Café will slowly but surely gain market share as it services the entire family, creating long-term relationships. Lastly #Rasta Café location will allow it to attract a lot of walk in traffic.

People across Malaysia have decided to dine in with us when they want to fulfill their gastronomy need, for example to order and have a taste of our very own wrapped burrito. #Rasta Café has foreseen this opportunity to provide the finest and highest quality of food and beverages and service to its customers, despite their age or gender. This has shown that #Rasta Café has the caliber to be one of the most well-known and successful café in Malaysia.

We, #Rasta Café, saw the opportunity that this business has the potential of growth and success provided that it is handled efficiently. The people will always have their need for food satisfied where the food is prepared with a lot of care combined with the environment and ambience of our café which themed Rasta where they will feel comfortable, relax and fun at the same time. #Rasta Café sees this as a way to prosper in this market, by taking advantage of all these people's need.

2.0 Purpose

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 #Rasta Café 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.

#Rasta Café has asked from Maybank for a loan up to RM 50,000 so that it can build itself in this business. The other RM 100,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 25,000 each.

The financing will be used to purchase start-up assets like office equipment, furniture and fittings, machines and equipment for the kitchen, 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 ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. #Rasta Cafe has all the ingredients to be one of the best in the food and beverages industry. We have set out our entire target 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.

#Rasta Café 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. #Rasta Café is completely confident that it will be able to pay the loan back including the interest payment in the loan given.