



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
LIBRARY CAFE

PREPARED BY :

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1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

Library Café is a partnership business. We choose Library Café as a name in our company business because we are providing our services in librarian concept. We provide delicious foods and services to fulfil the customer satisfaction. Our target is student and non-student, but we are focusing more to a student. Therefore, having our helpful services will help the students to satisfy the needs in their studies.

Our business will be located at Lorong Plaza Utama 3, Alamesra, and Kota Kinabalu Sabah. From our observation the location that we choose is one of the places near with the education institutions. Since our café with the concept of library with an innovation and convenient services that we provide especially for the students will help them to fulfil their needs.

In terms of the problems that the students facing today, study at café culture has increase among students. However, the condition is not suitable and comfortable for students. Therefore, having our Library Café will help them to overcome their problems.

We estimate our future in this business, hopefully in 10 years our services will growth blooming and also our Library Café will develop into bigger space for our students to come plus other extra customers there we will provide mini hostel for students that studies late night to rest. We will put another branch to explore our genius concept to other place and great food then soon turning our business into a franchises business in the future.

1.2 PURPOSE

The purposes of preparing this business plan are:

- I. To fulfil the market demand.
 - Library Café existence will help our customer to fulfill their need and want by providing them our services that we serve.
- II. To achieve our mission and vision.
 - We are focus on helping students to find are better environment to study and to create more loyal customer to our Library Café concept services.
 - In future prospective, we estimate in 10 years Library Café will grow bigger and become a franchiser business in the future.
- III. To gain profit in higher demand.
 - In opening our genius concept will fulfill the needs of today generation who always need to be express and comfortable in whatever they do and wherever they are. We see this kind of culture is increasing business opportunity where our Library Café can provide such services that today young generation craving for.

1.3 COMPANY BACKGROUND

Name of Business : Library Café.

Business Address : Lorong Plaza Utama 3, Alamesra, Kota Kinabalu Sabah.

Post Address : Kiosk 1,G-7 31, 1 Borneo Pos Laju, Sulaman, 88400 Kota Kinabalu, Sabah.

Telephone Number : 079- 751851

E-mail : librarycafe@yahoo.com

Main Activity : Provide foods and other services.

Date of Commencement : Early 2017.

Date of Registrations : In progress

Bank Account Number : In Progress

