



ENT 300
FUNDAMENTAL OF ENTREPRENURSHIP

“BOLA-BOLA CAFE”

PREPARED BY:

MUHD FAIZ BIN AWANG MORE	2013953511
MOHAMMAD FIKRI BIN SAWI	2013740161
NUR KHAIRUNNISA BINTI ABDUL KARIM	2013755747
HAZIQA BINTI JUMAH	2013798451
BERTHENELLEVALLEY BINTI LAWRENCE	2013141245

UITM SABAH

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EXECUTIVE SUMMARY

The business oriented cafe in our country is getting wider and became a something that very popular in Kota Kinabalu. Because of that, our company wants to venture in this kind of business which is cafe that can attract more customers. The name of our company is BBC which in full name is BOLA BOLA CAFE. We choose our company name BOLA BOLA CAFE. We also combined our cafe with many services we provided such, foods, drinks, wifi, and TV large skrin.

Our cafe is not only for a fans of football, but also act as a place that gives our customer hang out with their friends with a different environments and comfortable for them. When their come to our cafe, not only order foods and drinks but their can watch any match on certain time. The inspiration to establish this cafe is come up with our own ideas. We want to make something different with other cafe. So, to make our business different with other cafe and restaurant concept in Kota Kinabalu Sabah, we are providing a variety of products. The market for this business is also doing well in Kota Kinabalu, Sabah because the population is increasing from time to time and can fulfill the customer demand as well.

Our location willlocated in Alamesra Sulaman, Kota Kinabalu, Sabah, the developed area which is a strategic place for us to start and to build further our business. Furthermore, it gives us advantages to us because not many of cafe and restaurant that provides any facilities. It is suitable for customer because it has good economic development. The shop that we have selected can be easily seen from the main road which is advantage for our business to be known. The market target for our business will be particularly for students, and other people as well. Our target customers are people around Sabah but we will look for opportunity to open other branches in peninsular Malaysia.

1.1 Business Purpose

The purposes of preparing this business plan are:

- i. To fulfill the market/customers demand
 - Of course we build a business in order to fulfill the demand by the consumers. Consumer needs and wants are the most important things because there are the one who will buy the product or services and their needs and wants are keep changing according to the situation and time, so we will try to fulfill their satisfaction.
- ii. To gain profit together obtains higher demand.
 - One of the reasons to setup a business is to gain profit, not just that to make sure that the business is survived in the local market. Not just profit but the product that being produced are demanded by the consumer and that is will equal to our objective which is (profit = demand).
- iii. To add the number of the Bumiputra involvement as an entrepreneur.
 - We are all know that not many young entrepreneurs that involve in the business market so we are about to encourage them to start a business. It does not matter if it is a small or larger business. There is no wrong to open a business. Be brave and have faith in yourself.