



FACULTY OF ACCOUNTANCY

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

BUSINESS PLAN
"VOCELAND CAFE"

PREPARED BY:

NUR ADEIRA BINTI KASSIM	(2014730051)
NOOR LYSSA BINTI JIMMY	(2014132063)
FARAH ZILA BINTI ABD AZIZ	(2014185037)
NURHASRA BINTI HASSIM	(2014508855)
SALFARIJAH BINTI LIAN SOI	(2014957635)

GROUP : AC1105A2

MARCH 2017

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1.1 EXECUTIVE SUMMARY

Our business is based on partnership where it consists of five members. Our total contribution is RM90 000 as our capital for this business purpose.

VoceLand Café will offer a range of foods and drinks that using main ingredient, fruits. Our cafe is located at Imago Shopping Mall. Our target market customers are general which is come from all different level of ages. Many people like drink and eat sweet foods product but VoceLand Café will provide much healthier options that will assist in the competitive advantage.

Fruits provide a lot of nutrients and health benefits. Most fruits are naturally low in fat, sodium, and calories-none have cholesterol. All people know, with consume fruits in our daily life; it will help to reduce risk to get disease such as heart disease. Therefore, based on our observation and survey, we have decided to create VoceLand Café in order to encourage people to consume more fruits in the easy way.

Based on the summary above, we are venturing into food and beverages industry. VoceLand Café strategy is to shows people that VoceLand Café have excellent product, rich of healthier foods and drinks and give benefits to the community in term of health. To execute on this strategy, VoceLand Café also will be located at shopping area that can attract many customers. Besides, VoceLand Café set the price of foods and beverages that are provided with affordable price to our customers.





1.5 OBJECTIVES

The main objective of VoceLand Café is to encourage people to eat more fruits in order to get healthy lifestyle. This is the reason for VoceLand Café providing customers with the variety of foods and drinks using the main ingredient, fruits. Besides, VoceLand Café also offer foods and drinks that are priced appropriately so all income level are able to buy. Our cafe will also be well designed and located and will be advertised.

In marketing objectives, we will to modify the menu of product from time-to-time that will fulfill our customer satisfaction, market demand and competitors' strategy. We also want to extend the business in different locality if our business meets our prior expectation. Other objective is to maintain the costs and operation under tight managerial expertise so that the mission of our business can be satisfied.

In operation objective, we want to optimize our customers' satisfaction. In order to optimize customers' satisfaction, we want to accomplish consistency in our services and produce variety types of foods and beverages as consumers' demand.

Lastly, we would like to achieve our vision and mission of our business. We want to analyze and evaluate our business performance either advance forward or not in order to achieve our vision and mission. This business plan is as a guideline to predict sale, cash flows and financial statement.