



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT 300)

DELI.CAFE.COM

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1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

We plan to do business based on partnership that holds the position of General Manager, Administration Manager, Operation Manager, Marketing Manager, and Financial Manager. These are the shareholders that will run over this business. Partnership distributes all profits and loses to their shareholders without regard for any profits retained by the business for cash flow purpose.

By doing partnership the business is easy to establish and the start-up costs are also low. Other than that, more capital is available for the business. A primary advantage is that the partnership does not bear the tax burden profits or the benefit of losses-profits or losses are “passed through” to partners to report on their individual income tax returns.

Due to that, we plan to start a business by establishing DeliCafe.com which will sell foods to customer. Our company establishment will be located at Lot 9-3th Floor, Suria Sabah Shopping Mall1, JalanTunFuad Stephens, 88000 Kota Kianabalu, Sabah.

We decided to do this type of business because we want to utilize the things that we want. The factor that influences us to choose this type of business is, in our business location, there are many people that come to Suria Sabah to enjoy food. We believe that our business has the potential to success. This business plans will commence around early this year and will be the places that most people come due to its affordable and good taste of foods.

1.2 PURPOSE OF BUSINESS PLAN

The purpose of DeliCafe.com preparing this business plan is to give us opportunity as the future entrepreneur to assess the business venture objectively, critically and practically. Other than that, we think that this business can be expanded although it requires a lot of effort in order to make the sales increasing from time to time. The business is profitable because the foods that we sell are in economical price but still in good taste.

It can enable us to evaluate the ability of this business whether it is able to compete with other competitors and to add the numbers of Bumiputera involvement as an entrepreneur for being involved in this business. The business plan that we develop is also lead us to be analytical and critical thinking when conducting and planning the development of the business.

With the great guideline in the business plan it helps us to allocate our resources easily and effectively. Throughout our business development, these business plans can also be used as reference and guideline when we want to manage our operations effectively. Thus, the business plan that we do, will train us on how to manage a business in terms of decision making, self-conscious, independent and wise thinking when handling and dealing with the variety of behaviour of customer and many in the business area.