



FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

DE'LIGHT COFFEE SHOP
"LIGHT YOUR MIND, LOVE OUR COFFEE"

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TABLE OF CONTENT

CONTENT	PAGE
COVER LETTER	6
ACKNOWLEDGEMENT	7
EXECUTIVE SUMMARY	8
1. INTRODUCTION	9
1.0 Introduction	9
1.1 Vision	9
1.2 Mission	9
1.3 Motto	9
1.4 Objectives	10
1.5 Business background	11
1.6 Business logo	12
1.7 Partners background	13-17
1.8 Partnership agreement	18-20
2. ADMINISTRATION PLAN	
2.0 Organizational Chart	22
2.1 List of administration personnel	22
2.2 Schedule of task & responsibilities	23
2.3 Schedule of remuneration	24
2.4 List of equipment and suppliers	25
2.4.1 List of office furniture	25
2.4.2 List of fixture and fittings	25
2.4.3 Partners' contribution	26
2.4.4 Utility expenses	26
2.5 Office layout	27
2.6 Administration budget	28
3. MARKETING PLAN	
3.0 Introduction	30
3.1 Marketing objectives	30
3.2 Products & service description	31-32
3.2.1 product mix	34-38
3.3 Target Market	39
3.3.1 students and teenagers	39
3.3.2 young working professionals	39
3.3.3 adult working men and women	40
3.3.4 local resident	40
3.4 Market Segmentation base	41
3.4.1 Geographic segmentation	41
3.4.2 Demographic segmentation	41
3.4.3 Physiographic segmentation	41

3.5 Market trend	42
3.6 Market size	43
3.7 List of competitors	44-45
3.8 Market share	46-47
3.9 Sales forecast	48-53
3.10 Marketing strategies	54
3.10.1 Product	54
3.10.2 Place	54
3.10.3 Price	55
3.10.4 Promotion	56
3.10.4.1 Business card	56
3.10.4.2 Banner	56
3.10.4.3 Poster	57
3.10.4.4 Social network	57
3.11 marketing personnel	58
3.12 marketing budget	59
4. OPERATIONAL PLAN	
4.0 Introduction	61
4.1 Operational objectives	61
4.2 Process planning	62
4.2.1 Symbols used in process flow chart	62
4.2.2 Flow Chart For The Production Drinks	63
4.2.3 Flow Chart For The Production Pastry	64
4.2.4 Flow Chart For The Production Freshfood	65
4.2.5 Activity Flow Chart	66
4.3 Production planning	67
4.3.1 Drinks (Espresso, Coffee, Hot&Cold)	67
4.3.2 Pastries	67
4.3.3 Fresh Foods	67
4.3.3 Coffee Products	67
4.4 Material Planning	68
4.5.1 Bills Of Materials	68
4.5.1 Beverages (Drinks&Coffee Products)	68
4.5.2 Pastries	69
4.5.3 Fresh Foods	69
4.5.2 Total Costs Of Materials	69
4.5 Machine and Equipment Planning	70
4.6 Manpower Planning	71
4.7 Overheads Requirement	71
4.8 Location Plan	72
4.9 Business & Operation Hours	73
4.10 License, Permits & Regulations	73

1.1 EXECUTIVE SUMMARY

This business is based on partnership where consists of six members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operations Manager and Financial Manager. The business capital is amounted to RM48 000 where the total contribution of each member is RM8000.

De'Light Coffee Shop is determined to become a daily coffee bar for local coffee addict, a place for chilling and relaxing with friends as you try to escape the daily stresses of life and just a comfortable place. It also a place to meet your friends, make assignment, or read a book. All in one. With the growing demand for high quality gourmet coffee, pastries, and great service, De'Light Coffee Shop will capitalize on its proximity to the campus nearby Bandar Indah Permai to build a core of repeat customers. De'Light will offer its customers the best prepared coffee in the area with many other attractions such as pastries, free Wi-Fi and many more that costumers can enjoy their visit to our coffee shop.

In administration plan, we really focusing on how we want to achieve our mission and vision and objectives of our coffee shop. It also include our office layout and organizational chart .At operating plan ,in fact that our business is new , we will open our shop 7 days per week in order to stabilize our company .In marketing plan ,we do many promotion that will attract costumer to our shop . For example, flyers, name card, social media and other.

We will expect that our business will become more developed in the near future because with the first coffee shop in Indah Permai , the demand will increase not only during any occasion but it might be a new daily snack. This will give more advantages for us to make our product more profitable and stable in the long run.

1.0 INTRODUCTION

De'light Coffee Shop will be established on the early year of 2018 as to provide our services towards people especially people in Sepangar at Kota Kinabalu which known due to highly demand in population around. We are offering product that are produce from coffee , which will give aroma and great memories to coffee lover. This business was founded and managed by six partners and determined to give a great opportunity to public to taste our new product in order to conquer our market. Therefore, we will able to establish our business and trying to get an opportunity to expand our business.

1.1 VISION STATEMENT

We want to be a welcoming, comforting presence in every community we serve and anywhere else we happen to show up.

1.2 MISSION STATEMENT

To provide perfect, delicious coffee products and excellent, reliable services to our customers

1.3 TAGLINE

“LIGHT YOUR MIND, LOVE OUR COFFEE”

De'light Coffee Shop