



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

BUSINESS PLAN
BREEZE CAFÉ

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EXECUTIVE SUMMARY

Breeze café is a start-up self-service laundry cleaning which comes with a mini café for all the waiting customers. Our target customers are those among the ages from 18-30 years old. They are mostly students and working adults. Our company will differ from other basic laundry company by providing a student centred café with Wi-Fi services and some hot and cold beverages to ease our customers burden of waiting. This also indicates the uniqueness of our business.

Breeze Café uses coin-operated machine as its facility. Coin-operated machine is more convenient and efficient for our customers especially university students as some of them may be having some financial difficulties or doesn't have enough time to do their laundry. A coin-operated machine is cheaper and less time consuming in doing laundry.

