



**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**  
**BUSINESS PLAN**

**FACULTY OF MATHEMATICAL SCIENCES & COMPUTER**

**DIPLOMA IN MATHEMATICAL SCIENCES**

**CS143 5G**

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## EXECUTIVE SUMMARY

Firstly, the business concept that we choose for the business plan is about food and beverages. The food and beverages that we focus most on are desserts as food and coffee as beverages. We choose this part because we know that right now many people love something that sweet which is something that can release their stress. Other than that, our cafe also focuses on being the place for people to relax and release their stress or for friends to meet and chat.

The product and services that we offer at the cafe to the customer are the variations of coffee in which the customer can make the options to buy based on their favorite flavor because sometimes they have their own taste. We not only provided the coffee only, but we also provided the drinks which are not based on the coffee because sometimes the customer wants to change their taste besides the coffee drinks. At our cafe, we always care about how to treat the customer because it was shown in the image of our cafe.

Furthermore, the market potential or we call as the target market was focused on the customer. The customer that we focused on was based on the age between 27 to 40 years old. This is because as we know that at this age they need to struggle and stay up to settle their work that they need to settle before the work needs to be submitted. So, at our cafe, we were provided the fast delivery services which the customer can order based on online if they want to save their time to queue at our cafe. The orders will be delivered to them after a few minutes of them making the orders from our cafe. The price for the food and beverages that we provided at our cafe was affordable to the people. This is because as we know based on the student, they do not have any savings. So, we provided the price based on the affordable student price which can help them to relax and be more energized to do some work or assignment that they need to settle.

Lastly, the cafe has many competitive advantages that the other cafe did not have. For example, we have a strong management team that can manage the cafe properly and smoothly without causing some chaos that will become the ruckus to the cafe. The management team that we choose to work at our cafe needs to go through some interviews before work at our cafe because we want the employees that can do the work. Besides, the location that we chose was strategic because it was one of our tactics of the cafe to make our cafe successful without being down. We choose the best employees because we want to get the profitability which can make our cafe increase the profit. This is because the good employed in marketing will help our cafe to get a good profit. So, it was the best strategy that our cafe made to improve the cafe's profitability which can avoid the cafe before being down.

## 1.0 BUSINESS DESCRIPTIONS

The name of the company is Drip and Brew Cafe. Drip and Brew Cafe was established in 2020. Drip and Brew Cafe is a coffee shop where you can meet friends, relax and enjoy a nice cup of coffee. This cafe offers a variety of choices of coffee and drink options, such as gourmet coffees, espresso and drip coffee, lattes and also comes with a selection of desserts and pastries. The factor in selecting the Drip and Brew Cafe as our business is because of the coffee's massive popularity. Nowadays, coffee houses or any cafe are popular meeting places for business and other social events plus coffee is a universal drink that appeals to the majority of the population. With a variety of new coffee flavors that are suitable for teenager's tastes, coffee businesses can attract more customers rather than only adults who drink plain old coffee. Even though the coffee trends such as outrageously flavored frappuccinos might come and go, plain old coffee has secured its place as part of the culture of almost every part of the world. Therefore, there will always be a demand for our commodity in the coffee world, which is something not every business can boast about.

### 1.1 Company Background

- a) **Name of the Organization:** Drip and Brew Cafe
- b) **Business Address:** No 25, Seksyen 7, 40000, Shah Alam, Selangor
- c) **Website:** dripnbrew.com
- d) **E-mail address:** dripnbrew@gmail.com
- e) **Telephone Number:** 03-33936268
- f) **Form of Business:** Sole proprietorship
- g) **Main Activities:** Coffee and dessert
- h) **Date of Commencement:** 1 January 2020
- i) **Date of Registration:** 2 December 2019
- j) **Name of Bank:** Maybank
- k) **Bank Account Number:** 162857983355

## 1.2 Organization Logo/ Motto

Logo description, Organization Mission and Vision

