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ENT300- Fundamentals of Entrepreneurship



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EXECUTIVE SUMMARY

Entrepreneurship is a process of innovation and new venture creation through four dimension which is include individual, organization, environment and institution, Entrepreneurs are individual who actively from are lead their own business nurture them for a growth and prosperity. In order to form a business, there are quite numbers of phase that should be understood and develop by entrepreneur.

E Fraganté Café is a business developed to present the coffee based drinks and cakes. Our business is a partnership business type which has 6 partners. Each of us will hold the different position in this business and will be responsible in managing the business.

Basically our product is coffee that customer can choose a multiple type of coffee which is an Americano and Latte. The customers also can have ours creamy and delicious blueberry cheesecake where is serve in single slice per plate.

Our business is located at Pusat Komersial TSB, Sungai Buloh Selangor. We are opened at 10am – 10pm, 7 days per week.

A well-defined target market is the first element to a marketing strategy. The target market and the marketing mix variables of product, place (distribution), promotion and price are the four elements of a marketing mix strategy that determine the success of the product in the marketplace.

1. Employed people

E Fraganté Café is located at the center of Sungai Buloh center which is nearby with offices. Working people will stop to have some coffee with their friends or having discussion or meeting at our café.

2. Adults

E Fraganté Café holds a concept of getting people together. Our café provides space for relaxation and chilling from the stress in theirs life.

3. Teenagers

Most teenagers are sweet tooth therefore; they can taste the sensation of the coffee flavor from E Fraganté Café. In addition, teenagers are avid trend followers are it involving clothing, sport activities or food, knowing that coffee is in trend they would mainly like to keep up with the latest trend with this E Fraganté Café.

Lastly, we are planning to expand our business and we aims to become one of the Malaysia's youth to lead other entrepreneur in the food industry through the breakthrough of the product market into the international market.



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INTRODUCTION

E Fraganté Café is a business that provides a product. It is a café that sell multiples types of espresso with side dish such as blueberry cheesecake. With space that brings aura of calmness, relaxation, stylish and trendy.

Our café is located at Pusat Komersial TSB Sungai Buloh. We chose this location because it is strategic and it has high population around that area.

Due to the trend of consuming espresso, we feel that it is right to choose espresso as our main product. Espressos are also high in demand and also it has vast market opportunities.

In the future, we would certainly love to expand our business to other parts of the country. Open up branches and also make E Fraganté Café a brick and mortar business. Other than that, we would like to try new recipes and introduce variety of espresso based on demand and culture taste.

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