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UNIVERSITI
TEKNOLOGI
MARA

COLLEGE OF COMPUTING, INFORMATICS AND MULTIMEDIA
DIPLOMA IN ACTUARIAL SCIENCE (CS112)

ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP

GROUP ASSIGNMENT

BUSINESS PLAN

EVER GARDEN MAL

CDCS1125A

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EXECUTIVE SUMMARY

EVER GARDEN MAL is a partnership business, with a management team comprising six members such as General Manager, Administration Manager, Marketing Manager, Operation Manager, Financial Manager and Marketing Assistant. This business plan outlines the development of our company and the strategies proposed by each management team member to demonstrate that our business is both practical and viable for the future.

EVER GARDEN MAL is a café operating in the café industry, located at GUH Properties Shop Lot, Taman Bukit Kepayang, 70200 Seremban, Negeri Sembilan. The location was selected due to its strategic positioning in a bustling area that attracts visitors and locals alike. The café industry is currently experiencing growing demand, with consumers seeking trendy and comfortable spaces to relax and enjoy their time. In response, we have established a café offering unique beverages and delectable desserts to our target market, guided by our tagline, #kopilihdia #diakopilih #kauakukopi.

All six managers are responsible for funding the company's strategies, with the initial capital allocated to cover startup expenses, including acquiring equipment, machinery, raw materials, and packaging. This business plan serves as a framework for effectively managing our company and allocating resources to ensure operational efficiency.

Our menu features a selection of specialty drinks, including Original Coffee, Coffee Berry, Americano, Butter Cream Latte, Black Diamond Milk Tea, and a range of mouthwatering desserts, such as Bagels, Homemade Cookies, Cruffle Ice Cream, and Caramel Donuts. These offerings are crafted to appeal to coffee enthusiasts and dessert lovers while maintaining a modern and innovative edge.

Following careful observation of the local market, we have identified three competitors such as Coffee Villa, Donutlicious Café, and Sweet Escape. Despite this competition, we believe that EVER GARDEN MAL can thrive thanks to our innovative marketing strategies and focus on quality, and that we can build a distinctive brand identity.

Our business hours of 3:00 PM to 11:00 PM cater to both early risers and night-time coffee lovers. Our goal is to be recognized as one of the premier cafés in the region, distinguished by its distinctive beverages and premium desserts. We aim to provide a space where customers can experience delightful flavors and enjoy meaningful moments, contributing to a vibrant café culture in the community.

1.0 INTRODUCTION TO THE BUSINESS

1.1 Business Profile



No.	Aspects	Details
1.	Name of Business	Ever Garden Mall
2.	Nature of Business	Partnership
3.	Industry Profile	Café Industry
4.	Business Location	GUH Properties Shop Lot, Taman Bukit Kepayang, 70200 Seremban, Negeri Sembilan
5.	Date of Commencement	1/12/2024

6.	Factors in selecting the proposed business	<ul style="list-style-type: none"> ➤ To create a unique café experience for customers, focusing on offering premium coffee and desserts to suit diverse preferences, including those seeking quality and innovation. ➤ To establish ourselves as a modern alternative to traditional coffee chains, offering creative beverages and desserts in a cozy and stylish setting. ➤ To provide a gathering space for coffee and dessert lovers to enjoy their refreshments with a touch of originality and heartfelt service.
7.	Future prospects of the business	<ul style="list-style-type: none"> ➤ We aim to expand EVER GARDEN MAL into a recognized café brand franchise in the future once our business achieves financial and operational stability. ➤ We aspire to win accolades such as the World Branding Award under the category of café and dessert retailer, symbolizing our commitment to excellence and customer satisfaction.

1.2 Purpose of Business Plan

- To analyze and evaluate the feasibility of the proposed venture, ensuring it has the potential to launch, grow, and sustain itself successfully.
- To provide a platform to attract investors or collaborators who are interested in supporting innovative café concepts.
- To serve as a strategic framework for the management team in achieving the company's goals, mission, vision, and objectives.

1.3 Business Background

No.	Information	Details
i.	Name of Business	Ever Garden Mall
ii.	Business Address	GUH Properties Shop Lot, Taman Bukit Kepayang, 70200 Seremban, Negeri Sembilan