



اَوْنَبُو سَيِّتِي تَيْكُو لُو كِي مَبَارَا
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MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

UNIVERSITI TEKNOLOGI MARA (UiTM) SABAH

RETRO CAFE

BUSINESS PROPOSAL

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EXECUTIVE SUMMARY

Retro Cafe is a new company that operated in Sabah, Malaysia. It is the first company that being managed by veteran. The name of this company is come out from the idea of each partnership members. It shows that by the name of our company, the way how we attract customer to go our cafe and get experience when they come to our cafe.

As for the business, we are providing a cafe that serve a memorial dishes in their own veteran style. We buy car with the cheapest price and car that is not being use anymore. We do some renovation for the car, bus and van and operate in it. Customer will seat inside the car or van and the car, bus and van is not moving, they will stay. We also will play classic song so that our customer relax while their eating.

Our target market is the elderly but adult also can come to our cafe. If customer want to go our cafe, they must booked or reserve first and they can call us for reserve table because our space and table is limited.

We believe that we will be able to achieve our business goal with our business financial position statement. We will get our return within short time and can cover back our capital. We also will expand our business to tour agencies and always make our customer satisfied with our service.