



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

“LET’S TAKE 5 CAFE”

PREPARED BY :

NAJBULLA BIN ROMANOR

2010113371

IZZAIDAH BINTI RIMAN

2010183493

MOHD AZIF BIN AMAT

2010190261

MOHAMMAD IMRAN BI MOHD AWANG

2010549395

SHAREENI ENARIELY AYU BINTI MARIMUTHU

2010950263

PREPARED FOR :

MR FRANKLIN HAZZLEY LAI

EXECUTIVE SUMMARY

“Let’s Take 5 Café” is an official name for our company as it symbolises “take a break”. It is a business involve in Food and Beverage Industry in Malaysia. We are different than other cafés in UiTM because we focus mainly on coffee. Our coffee differs in types and taste, as well as the ways to prepare them. Our café would promise the most pleasant services and make sure that the customers enjoy our beverages fully.

The location of our café would be inside the educational institute known as UiTM Sepanggar, Sabah branch. We believe the location we have chosen to set up our café is very strategic to attract the students in UiTM for they are the targeted market. We provide the customers with the decision of taking ur beverages on the spot or on the go. We provide take away with special cups, to withstand the hot beverages and it is also environmentally friendly because of it biodegradable characteristics.

ACKNOWLEDGEMENT

First and foremost, we would to thank and be grateful to the Most Compassion and Most Merciful, Allah S.W.T. for every guidance and patience He gave to us upon completing this business plan. We had encountered multiple challenges and obstacles in finishing this business plan.

A special thanks to our lecturer, Mr Franklin Hazley Lai for everything. Without his guidance and knowledge in correcting our mistakes, we might have lost and continue making mistakes that could lead to major catastrophe. He gave us support and advices to keep on focus in completing the business plan.

Without the cooperation among members, it is impossible to complete this business plan on time. Also a big thanks to our family and friends who gave us support whether mental and physical support as it keeps motivating us in completing this business plan.

Furthermore, we would like to thank UiTM Sabah who helped us in gaining information about making a business plan. Indirectly, we experienced the true experience in opening a business where there are huge differences between opening a business based on book and based on reality.

THANK YOU.

TABLE OF CONTENT

No.	Content	Page
1.	• Letter Of Submission • Executive Summary • Acknowledgement	i ii iii
2.	Introduction • Business Background • Logo • Nature of business • Purpose of business plan • Future prospect of the business • Summary of business plan proposed • Company Background • Owner background	1 2 4 5 6 8 10 11 12
3.	Administration Plan • Introduction • Location of business • Name of business, vision, mission, and objective • Organization structure • List of administration personnel • schedule tasks and responsibility	17 18 19 23 24 25 26

	• Working incentive schedule • Schedule of remuneration • Business Layout • List of office equipment and supplies • Personal contribution • Administration budget	28 29 30 31 35 35
4.	Marketing Plan • Introduction • Marketing objective • Product description • Target market • Market Analysis • Competitors • Forecast sale • Purpose of marketing plan • Marketing strategy • Marketing personnel • Marketing budget	36 37 38 39 42 43 48 51 57 58 68 69
5.	Operational Plan • Introduction	70 71