



UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300

BUSINESS PLAN  
THE MEE CAFE

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## EXECUTIVE SUMMARY

Based on our motto "EAT LIFE ENJOY" Mee Café is one of the place where people can come having their meal and the same time they can entertain themselves. This is because our café provide sub services that make us different with others. For example, while we serve our customer we provide them with a karaoke set in order to release their stress and also can entertain them.

Moreover, every single customer can enjoy the beautiful of view allocate in our location whereby they can enjoy the exquisite of sunset, the blue of sky and as well as the fresh air. This will assist them to clear their mind from stressful work, tiredness and also stabilize their emotion. \*

Affordability of customer is our concern when their purchasing our food. In other words, we will give a reasonable price to our customers. Hence, they can purchase without feeling burden. Therefore, everybody regardless to the level of society, sex, age and as well as religion can come and eat in our café with high satisfaction.

In this business plan also we provided a list of our competitor that helps us to identify the weaknesses and also strengthens in order to compete with them and also to meet our customers need and wants. In addition we also provide financial plan that make the financial flow transparent to avoid any dishonest among our members.

Besides that, we also prepare the marketing plan and also the operation plan. In this part it will show how we promote our café to the public either through media and non-media or both of it. For example, we use Facebook, Intrasgram, Wechat and so on. For the operation plan it show how we manage and operate our café in order to develop and compete with other café.