



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)

BOOKCAFE

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1.0 EXECUTIVE SUMMARY

Our company, Bookcafe decide to open bookstore which is unique than the other bookstore in Kota Kinabalu. We practiced concept of self service in this premise. Our industry profiles are in services sector. Our store provides 3 in 1 services under one roof. These services include selling of books, mini café and Wi-Fi service.

Our bookstore location is:

Bookcafe,
Jalan Sulaman Sentral,
Blok Bangunan Baru,
Kuala Mengatal, 88997,
Kota Kinabalu, Sabah.

We decide to open Bookcafe on 18th January 2013. We choose this type of business because we want challenge our potential self too open this business. Plus, we want to fulfill our satisfaction. We hope, Bookcafe will become one of the consumer choice especially IPT students.