



UNIVERSITI TEKNOLOGI MARA
FACULTY OF APPLIED SCIENCE

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN

KRPTON LIBRARY CAFE

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TABLE OF CONTENT

PARTICULAR	PAGES
1.0 GENERAL MANAGER PLAN	1
1.1 Introduction	2
1.2 Name of business	2
1.3 Nature of business	3
1.4 Future prospect of business	3
1.5 Factors in selecting business	4
1.6 Purpose of business	5
1.7 Background of business	6
1.8 Company background	7
1.9 Logo description	8
1.10 Owner of partner background	9-13
2.0 ADMINISTRATION MANAGER PLAN	14
2.1 Organizational Chart	15
2.2 List of Administrative Personnel	16
2.3 Schedule of Tasks Responsibilities	16-17
2.4 Monthly based Remuneration	17
2.5 List of Office Equipment and Supplies	18
2.6 List of Office Furniture and Fittings	19
2.7 Administration Budget	19
3.0 MARKETING MANAGER PLAN	20
3.1 Profile of Services	21
3.2 Target Market	21-22
3.3 Market Size	22
3.4 Competition	23-24
3.5 Market Share	25-26
3.6 Sales Forecast	27-30
3.7 Marketing Strategies	31-38
3.8 Marketing Budget	39



4.0 OPERATIONAL MANAGER PLAN	40
4.1 Operation Process	41
4.2 Service Planning	41
4.3 Material Equipment	42-43
4.4 Furniture's and Equipment Planning	43-44
4.5 Operational Layout	45
4.6 Overhead Requirement	46
4.7 Manpower Planning	46
4.8 Location	47
4.9 Business Hours and Operation Hours	47
4.10 Operation Budget	48
5.0 FINANCIAL MANAGER PLAN	49
5.1 Project Implementation Cost and Sources of Finance	50
5.2 Sources of Financing	51
5.3 Forma Cash Flow Statement	52
5.4 Pro Forma Balance Sheet	53-54
5.5 Financial Ratio Analysis	54-56
5.6 Budget	56-58
5.7 Depreciation Schedule	59-60
5.8 Loan Repayment Schedule	60
5.9 Sales and Purchase Projection	61
6.0 CONCLUSION	62-63

1.0 EXECUTIVE GENERAL MANAGER PLAN

1.1 INTRODUCTION

Krypton Library Cafe' is partnership business which is a cafe that sell bread and serve latte art. The cafe also provide the customers with free WIFI service and a mini library with a good hospitality. We get our collection of books from people donate their old books, sponsored by the bookstore and a books that we buy on our own. Beside that, if the customers become a member of our cafe, they can collect point and redeem item at our cafe. Furthermore, our primary objective is to nurture teens to read.

The business is in the form of a partnership which is consists of five shareholders. The five are : Kas Idayu Binti Ayung as the General Manager, Ain Arifih Binti Anuwar as the Administration Manager, Syamimie Izzati Binti Zinuddin as the Marketing Manager, Kamalia Binti Mohd Ibrahim as Operation Manager, and Norfarawazita Binti Amiruddin as the Financial Manager.

1.2 NAME OF BUSINESS

The name of our cafe is Krypton Library Cafe'. We choose Krypton because its a chemical element with symbol Kr and its atomic number is 36. It is a member of group 18 in the periodic table which is a noble gases elements. Krypton is colorless, odorless, tasteless noble gas, occur in trace amounts in the atmosphere and its often used with other rare gases in fluorescent lamps. Krypton element is very rare gases at the atmosphere. From that characteristic, we choose 36 types of bread and 18 types of drinks.

Other than that, as it is a rare gas in atmosphere, we also want our cafe rarely people will meet. Beside that, for the word Library that we choose is because we make a mini library at our cafe, so our customers can read books if they're bored or waiting for food and drinks they order, they can read the books that we provide at our cafe.



1.3 NATURE OF BUSINESS

For our business we had chosen partnership business as the nature of our business. We have agreed that all the shareholders should be working together and the work is unbiased. The reasons why we choose partnership business is because we can divide equally in the capital and profits to all business members. Besides, we are also be able to reduce the risks and liabilities of the business by distributing the burden equally. Furthermore, each of the partner will be able to focus on their own respective responsibilities and by doing so the objectives of the business can be achieved.

1.4 FUTURE PROSPECTS OF BUSINESS

Our future prospect of the business is to make a lot of cafe outlets throughout Malaysia and we also want to gain recognition as the best cafe with library within four years. This means, within three years where ever people think about cafe with a library, our cafe name would come into their mind. Besides, we hope that young people will love to read books and make it as their daily activities.