



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTAL OF ENTREPRENUERSHIP

BUSINESS PLAN
LE CHAT CAFE

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PREFACE

First and foremost, we would like to express our deepest gratitude to Allah S.W.T for the His blessing has allowed us to complete this assignment. This business plan would not have been completed in time if it was not for the blessings and the precious support and effort in making sure this business plan is made according to what we planned. As the saying goes, we plan, He made it possible.

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Gratitude is in order for the members of this group for their effort in the completion of this business plan. The sense of hard work, togetherness and tireless determination that drives this group in the completion was the true driving force that made the completion of this business plan possible. This business plan represents a small effort with a hope that it will give an invaluable experience and unforgettable knowledge for opening and planning an establishment of any sort, its management and the very nature of Small and Medium Enterprises (SMEs).

Last but not the very least, we would like to once again thank any individuals that have helped us in any way for the making of this business plan, whether the help came directly or indirectly. Their contribution was highly appreciated for the help given was one of the many reason the assignment was completed.

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1.0 EXECUTIVE SUMMARY

Entrepreneurship is a business that is started by one that is an entrepreneur. The entrepreneur can either be a profit or a non-profit type of business. The entrepreneur that is involved in such business is an individual who is willing to accept all the risks that he is going to take and be able to face the challenges that a new business owner may cross their paths with. This is also a way entrepreneurs can express their creativity and uniqueness with them sometimes creating new types of business that has never before seen in the markets of any industry. This served as the main purpose on why we are starting our own one-of-a kind business.

Le Chat Café is a café unlike any other. The café serves its original purpose of serving fresh and hot coffee along with other desserts that goes great with coffee, typical of any café seen in the market. The thing that sets us apart from the norm is the involvement of the *feline companions* that we choose to be incorporated in our business. Le Chat, or *the cat* in French have been man's companion for years and has been found to be relaxing to be with because of how cats are naturally very close to humans. The café provides a service, in which customers can interact with cats personally but also being able to enjoy good food and coffee at the same time, with provided hygienic facilities to ensure the café functions its original purpose of clean and safe café environment.

For our café, the café will be based in Metrotown. The location was chosen as it is a few kilometers from the busy Kota Kinabalu city and the quaint and tranquil surroundings of Metrotown serves great purpose on what the café wants to provide, a safe and stress-free