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MARA

FACULTY OF SPORT SCIENCE AND RECREATION

DIPLOMA IN SPORT STUDIES

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

TITLE:

CINEMA CAFÉ

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LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**CINEMA CAFÉ**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

Aiman

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MUHAMMAD AIMAN BIN MAZLAN
GENERAL MANAGER

ACKNOWLEDGEMENT

Entrepreneur subject have taught about how to manage business also complete the assignment during finish this report. Business Plan joined of the necessities that require to be accomplishing within the course work assessment for the ENT 300.

We would prefer to take this chance to thank to our lecturer of Fundamentals of Entrepreneurship, Madam Siti Fahazarina Binti Hazudin for her support and advice in complete this group assignment. We very appreciate what have she done to elucidate about this assignment. Without her, we might not be ready to complete this business plan. May Allah reward her for all her efforts. Besides, to not be forgotten to our parents in supporting us to complete this business plan. This business plan has been prepared with the cooperation from many folks.

Through these problems we manage to become more organize and mature in addressing problem that happens during our research. This business plan covers organization, marketing, operation, financial and the other information needed by a replacement entrepreneur as a guide to start out the business.

Lastly, to people who had involved and contributed directly or indirectly to the current business plan, we are very grateful to them for the hassle and initiative that they need shown in our project until we successfully completed our business plan. I apologize to any or all other unnamed one that helped us various ways to finish this project and that we hope this business plan report can give us bit about entrepreneurship world and fact about the way to become an entrepreneur in future.

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EXECUTIVE SUMMARY

Cinema Cafe is a business combination between a cafe and a cinema. The business offers customers to watch movies while enjoying dishes sold in cinemas. This Cinema Cafe is held because it is confident that there are a large number of residents in the State of Kelantan who want a different and fun way besides being able to watch movies at the cinema.

Among the main customers we target are families and students who come to spend their weekends at this Cinema Cafe. This is because, during the weekend, Cinema Cafe will be filled with customers who come after busy shopping and enjoying their sightseeing activities.

Around the people of Kelantan in particular, Cinema Cafe has received a lot of attention and positive feedback from customers who come. In addition, there are many colleges and universities near Cinema Cafe such as UiTM, KPTM and Taylor's University. This has been a key factor in the faster growth of this business and becoming a focus.

The management of this Cinema Cafe consists of 5 management divisions. Muhammad Aiman holds the position of General Manager, Ahmad Farihin as Research and Development Manager, Nur Ilya Maisarah as Marketing Manager, Nur Izyan as Operations Manager and Nur Hazirah as Financial Manager. Positions held by each of our management divisions must have extensive experience in business, sales, finance and business development. These five people are partners in this business and will shoulder joint responsibility for developing Cinema Cafe.

In addition, we also already have a planned service commitment to build our business brand more widely through various types of promotional medium platforms such as advertisements, signage and daily newspapers. Therefore, we will also guarantee that customers who come to Cinema Cafe will come home with a smile of satisfaction and well worth it.