



اُنْبُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**AM1105G**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**FOVO' CAFE**

**PREMIUM COFFEE**

**PREPARED FOR:**

**ROZIEANA BINTI A. HALID @ KHALID**

**PREPARED BY:**

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## LETTER OF SUBMISSION

Diploma in Public Administration (AM110)  
Faculty of Administrative Science and Policy Studies  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

28 JANUARY 2021

Madam Rozieana Binti A. Halid @ Khalid  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title **“FOVO’ CAFE – PREMIUM COFFEE”** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....  
Mimi Lyjana binti Borhanudin  
General Manager

## EXECUTIVE SUMMARY

In this business plan, there is a detailed information about a business that I build in relation to the specified assignment. Fovo' Cafe is the name of the company. This company provides high quality brewed coffee. Fovo' Cafe is a company that sells exclusive coffee which is brewed using coffee beans of Arabica and Robusta.

Mimi Lyiana Binti Borhanudin was the founder of this business. The company is based in Bandar Sri Sendayan, Seremban, Negeri Sembilan. In this plan, the reasons why we chose Negeri Sembilan as our principal place of service will be included.

In the introduction, there is an information about the name of this company, launching date and others. The start date is the date on which I operate the company officially. The specifics are relevant because it will provide a deeper idea of how this company is going to be pursued. It will also include business strategy, operating plan, management plan and financial plan of Fovo' Cafe. All these strategies are discussed in depth as to enable this business to execute its operation successfully and also use a sum of money to meet corporate targets.

Finally, this report includes consumer targets and revenue priorities. This is to ensure that the organisation is in the right direction and keeps the owner or investor on the right platform. It is crucial to have business goals because it helps us to focus on things that are important. Fovo' Cafe calculated that the starting working capital for the venture would be RM 241,862.00.

## 1. Business Background

*Table 1.0 Business Background*

<b>Name of the Business</b>	Fovo' Cafe
<b>Business Address</b>	
<b>Correspondence Address</b>	
<b>Website</b>	
<b>E- mail</b>	
<b>Telephone Number</b>	
<b>Fax Number</b>	
<b>Form of Business</b>	Partnership business
<b>Main Activity</b>	Manufacturing
<b>Date of Commencement</b>	28 March 2020
<b>Date of Registration</b>	20 December 2019
<b>Registration Number</b>	MD283201-T
<b>Name of Bank</b>	Maybank Berhad
<b>Bank Account Number</b>	

### 1.1 *Vision and Mission*

#### 1.1.1 Vision

To be the cafe in Asia that brings smile and productivity to the people through the exclusiveness of the coffee

#### 1.1.2 Mission

We are committed to provide customers with premium coffee and a top-notch service