



اُونِيُوَرْسِيْتِي تِكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

'LOAF-O-DETTA CAFÉ'

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Acknowledgement

Assalamualaikum, firstly, Alhamdulillah, praise to Allah SWT for giving us this opportunity to finally complete our business plan for ENT300 subject. We, the group partner for this subject are accepting this as a challenge to ourselves because it shows our passion and ability in doing this.

Secondly, we are deeply indebted to our lecturer, Sir Mohammad Firdaus Bin Mohamad who always give us moral support and helps us improving and give knowledge to assist us in finish our assignment as well.

Thirdly, we would like to thank to our parents for their support in no matter what we do. They also helps us a lot of such as providing us with necessary financial to make this assignment a success project. We also would like to thank our classmate from AC1105A1&A2 for being cooperated and honestly giving and sharing ideas among classmates which lead us to a better friendship and become an excellent class among all.

Last but not least, we would like to thank to our group partner which are Dg Siti Hafizah Binti Hassan, Nurul Eliza Binti Jamhari and Nurafiezah Binti amir for being so tough and tolerant until we could overcome every hurdles that coming towards us in any way. Thank you.

Executive Summary

Loaf-O-Detta is a new company that operated in Sabah. The name of this company is come out from the imagination of the partnership members and has it own meaning. It shows that how we positioning our product in customer's mind until they can remembering our company's name, simple , and easily to pronounce.

Loaf-O-Detta is a café located in one of Malaysia's busiest airport, Kota Kinabalu International Airport that serves only the freshest sandwiches in town to our beloved customers.

This business is based on partnership where it consists of three (3) member which hold important positions in the company such as General Manager ,Administration Manager, Operational Manager, Marketing Manager and Financial Manage. The business capital is amounted to RM90,000 where the total contribution of each member is RM30,000.

Being the first sandwich café in town, Loaf-O-Detta will exceed due to its economical and fresh sandwiches and our friendly customer service. Through unheralded customer's attention, Loaf-O-Detta will slowly but surely gain market share as it serves economical and scrumptious sandwiches to customers, and will create long term relationships with customers.

Moreover We, Loaf-O-Detta, saw the opportunity that this business will prosper provided that it is handled efficiently.

Business plan is necessary to all entrepreneurs. It is prepared to a group of people which are owners itself, bankers, suppliers, customer and employees. This plan include in Business plan chapter which consists of marketing, operation, organization and financial plan

We, Loaf-o-detta believe that we will be able to achieve our business goals with our business financial position statement. We will get our return modal with short term time and our current ratio will cover our liabilities and put our business in comfort stage with the highest