



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

STUDIO CAFE

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INTRODUCTION BUSINESS PLAN

This business plan is prepared by Studi 'O' Cafe for the purpose of:

Just to give a name to our business brought a mouth war among us on what name is suitable, and finally agreed on Studi 'O' Cafe. As the name sounded, we are specialized in provide places to study for client's . Studi 'O'Cafe is one place provided hall to study and at the same time can eat also. Other than that, our cafe also provided printing, fax, photosate, food and drink.

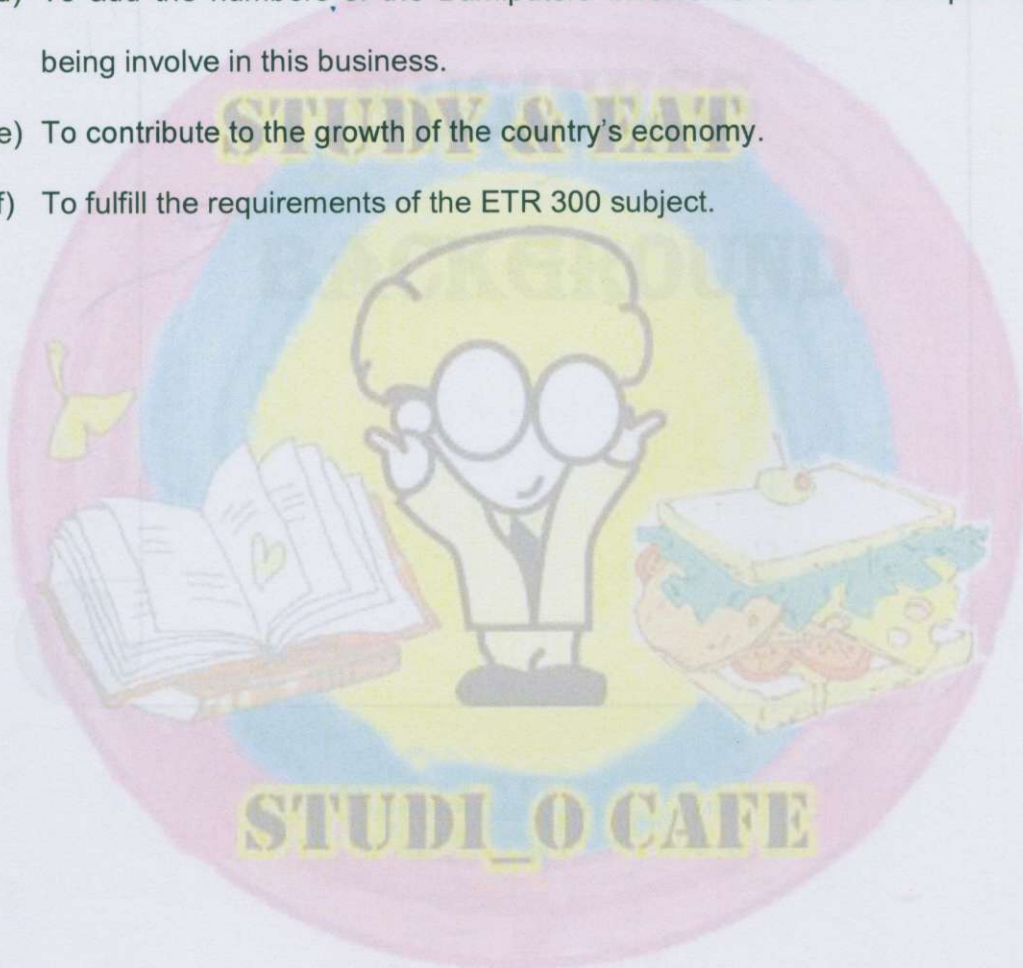
Our target customers for the time being are students around University Teknologi Mara(UiTM) ,University Malaysia Sabah(UMS), Politeknik, MAHSA College, Multimedia College and other people. This is because



PURPOSE OF BUSINESS PLAN

This business plan is prepared by Studi 'O' Cafe for the purpose of :

- a) To get funds.
- b) To fulfill the demand of the customers in need of place to study.
- c) As a guideline in managing the business.
- d) To add the numbers of the Bumiputera involvement as an entrepreneur for being involve in this business.
- e) To contribute to the growth of the country's economy.
- f) To fulfill the requirements of the ETR 300 subject.



1.1 INTRODUCTION

Any business organization requires an administrative executive as it plays an important role in order to ensure the efficiency of a business. The management of an organization will be managed in order to ensure everyone in the company knows and understands their functions and responsibilities..

In order to achieve the company's goals that has been set up, there is a need to have proper planning in the business and that is exactly the purpose of a company having an administration manager. The manager helps in making sure that all resources are being utilized properly and that operations are running efficiently with limited wastage. By doing this, the company's budget can be minimized and this can lead to a well planned business operation.

Besides the obvious, the administration manager will be in charge of the employee salary. All the employee benefits and so on will be properly recorded and kept by the manager. The administrative manager will also responsible in providing training to further develop the skills of the staff. This will ensure that all our workers are competent with skills required to perform their job well.

An organization chart, administration budget, expenses are among the important elements in an administration plan. In fact, a good administration will be able to ensure that the business management is in a good condition by properly organizing and conducting the organizational activities. This will also help the company in achieving its vision, mission and goals.

OUR MISSION

1. To fulfill customers desire.
2. To provide places to students study until the morning.
3. To make our business popular the main business in Sabah.
4. To introduce studi "O" cafe to Malaysia starting with Sabah.

1.2 Company vision, mission and objectives.

1.2.1 Company vision:

Vision is a statement about what our organization wants to become. It should resonate with all members of this organization and help us feel proud, excited, and part of something much bigger than ourselves. A vision will stretch the organization's capabilities and image of itself. It gives shape and direction to our organization's future.

Realizing the important of vision, below are the visions for our company:

OUR VISION

To be the first one cafe that provided study hall and also a place to eat.

1.2.2 Company mission

Mission or Purpose is a precise description of what an organization does. It should describe the business the organization is in. It is a definition of "why" the organization exists currently. Each member of an organization should be able to verbally express this mission.

Realizing the important of the company mission, we agreed to the following missions:

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