



اَوْنِيُوْ سِيْتِيْ بَاتِيْكَوْ لَوِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

(AM110)

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

COFFEE RENDEZVOUS

PREPARED FOR:

MADAM ROZIEANA BINTI A HALID@ KHALID

PREPARED BY:

NAME	STUDENT NUMBER
NURFARAH ERYNA BINTI MUHAMMAD NAZRI	2018242844
FATIN NUR ARIENA BINTI ABDUL RAZAK	2018407162
NURUL AFIQAH BINTI SARIMAN	2018278784
NURNATASHA NABILA BINTI HAMZAH	2018413158
NUR AIN SOLEHAH BINTI ZAMALLH@ZAMALEH	2018282896

Contents

LETTER OF SUBMISSION	3
ASSIGNMENT PROJECT DECLARATION FORM	4
EXECUTIVE SUMMARY	9
1. Business Background	10
2. Owner Background	13
4. Marketing Plan.....	20
5 Operational Plan.....	33
6. Financial Plan	43
CONCLUSION.....	51
APPENDICES	52

LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA Cawangan Pahang
Kampus Raub
27600 Raub, Pahang.

29 JANUARY 2020

Madam Rozieana Binti A Halid@ Khalid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
Kampus Raub
27600 Raub, Pahang.

Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan titled "**COFFEE RENDEZVOUS**" to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Ain

.....
Coffee Rendezvous
General Manager

EXECUTIVE SUMMARY

The Company and Management

Coffee Rendezvous will be set up in Taman Chateau, Ipoh, Perak. The business will be owned by partners who have extensive experiences in their own scope of jobs and they will be taking hands-on management roles in this café. Our targeted customer variety from public officers, above RM 2,500 income earners, long-shift workers and surely the coffee lovers. It is our passion to serve the best range of coffee beverages to our customers along with some sweet desserts as a perfect complement. Across Ipoh, coffee shop business has shown an explosion of support from the locals. As an affluent area with a high locals' density, our market research has shown that there will be around RM 17,722,600 per year for our market size in this area. While there are currently three businesses offering coffee menus in Ipoh, only two of these fully offer Muslim-friendly servings and none really emphasizing on offering affordable and variety types of coffee beverages for their customers. Thus, our marketing strategies are to serve the best coffee beverages, by using the highest quality ingredients along with offering custom-designed drinks for our customer.

Financial Projections/Planning

Based on the size of our market and our defined market area, our sales projections for the first year are RM 3,545,520, followed up by RM 3,900,072 in the second year and RM 4,485,083 in the third year. We project a growth rate of 10% for the second year and 15% for the third year. The salary for each of the co-owners will be around RM2000 to RM3000 per month and on start-up, we will have five trained staff to provide services. To begin with, co-owners will be supporting the staff to ensure a smooth running service for our customer, but we do plan to hire more staff in the future. We are seeking a business loan of RM 75,674 from TEKUN Nasional, to assist in financing our first-year growth. Together, the co-owners have invested a minimum personal cash contribution of 20% from the financing as a commitment to carry out this business.

1. Business Background

Table 1.0 Business Background

Name of the Business	Coffee Rendezvous
Business Address	
Correspondence Address	
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Products and services
Date of Commencement	1 January 2020
Date of Registration	1 January 2020
Registration Number	(100420-H)
Name of Bank	COFFEE RENDEZVOUS
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 Vision

To brew good coffee to everyone, as a taste that will be remembered and an experience that will never being forgotten.

1.1.2 Mission

To provide:

- **Good Food, Great Service and Excellent Coffee**
- **A welcoming relaxed meeting place enriching contemporary lifestyle**
- **The answer to “Where will I meet you”**