



**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**AM110 5I**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**DELUXURY CAFE**

**PREPARED FOR:**

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**SUBMISSION DATE**

**24 JANUARY 2021**

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## LETTER OF SUBMISSION

Diploma in Public Administration  
Faculty of Administrative Science and Policy Studies  
Universiti Teknologi MARA Pahang Kampus Raub  
27600 Raub Pahang

24 January 2021

Miss Jolin Norshyme Hashim  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Pahang Kampus Raub  
27600 Raub Pahang

Madam,

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

Please find attached the business plan for **DELUXURY CAFE** to fulfill the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university.

Thank you,

Yours sincerely



.....  
Ruhil Natasha binti Ridwan  
General Manager

## EXECUTIVE SUMMARY

Deluxury Café is a partnership-based form of business with the concept of contemporary comfy café. The café is located in Ipoh nearby several schools, universities, office buildings and also residential areas. The idea behind the creation of the café arises after looking at the popularity of the dessert café especially among young generation. Since the amount of dessert café is only a few in Ipoh, we decided to set up our very own café. The café is focussing on providing appetizing dessert consists of numerous flavours of cakes, cookies, bread, ice cream as well as beverages. However, we are not only focussing solely on the sales, but also through the service. We aimed to provide a comfortable and organized environment for the customers to enjoy and spends their time there. We are going to show and highlights our speciality that differentiate us from the rest. Deluxury Café is a business that also provide service delivery for the convenience of the customers besides providing prayer room and free unifi. Our café also accepts custom made cake orders, café space rental for event purposes and also provides a great packaging for the dessert. We decided to give the opportunities for the customers to rent the party room area and the seating area or also referred as customer's area specifically to host any event such as birthday parties, reunion event and more. Most of the dessert are made by ourselves and we only have one supplier which is for the ice cream from the well-known brand Nestle. We offer our dessert at a slightly lower than the competitive price but with a premium taste and quality. In order to make sure that the administration of the café run smoothly, all business activities are planned beforehand to prevent any misconduct. The amount of our capital is RM 172,347. Most of the capital are used to purchase assets, machines and raw materials for the making of the desserts. We want to make sure that we can achieve our sales target of RM 624,000 on the first year of the café's operation and uses the capital wisely to prevent from wasting our resources.

## 1. Business Background

The type of our business is a partnership based dessert café that sells various types of dessert from cakes to cookies. The chosen name for our café is Deluxury Café. The reason why we choose to set up this business is because we see the potential of the café in the area with a few numbers of cafes. There are high demand of dessert café among the community in Bandar Ipoh making it feels that it will be worth trying to venture the business. With the existing dessert café, we are looking to offers what others don't which are the comfiness of our cafe's environment which will maximize the customers experiences while enjoying our fresh beverages and desserts. We want people to notice the uniqueness of our café. Not only we do sells dessert, but also providing services that we think is sufficient to satisfy our customers.

*Table 1.0 Company Background*

<b>Name of the Business</b>	Deluxury Cafe
<b>Business Address</b>	
<b>Correspondence Address</b>	Same as above
<b>Website</b>	
<b>E- mail</b>	
<b>Telephone Number</b>	
<b>Fax Number</b>	
<b>Form of Business</b>	Partnership
<b>Main Activity</b>	Selling dessert
<b>Date of Commencement</b>	19 December 2020
<b>Date of Registration</b>	19 December 2020
<b>Registration Number</b>	
<b>Name of Bank</b>	Bank Islam Berhad
<b>Bank Account Number</b>	