



اَوْنُوْرُسِيْتِيْ تِيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS PLAN: SECOND SERVING



PREPARED BY:

MUHAMMAD FARIHIN DANIEL BIN RODIH (2018408664)

NUR DINI WARDINA BINTI SURİYADI (2018683222)

NURUL NAZIRA BINTI RAMLEE (2018255912)

SALMIA BINTI SUDIRMAN (2018690796)

ZULAIKA BINTI YANSAR (2018602096)

AM1105A5

PREPARED FOR:

DR. MOHD ADZWIN FARIS BIN NIASIN

DATE OF SUBMISSION:

22nd JANUARY 2021

TABLE OF CONTENT

ACKNOWLEDGEMENT	5
EXECUTIVE SUMMARY	6
1.0 INTRODUCTION	7
1.1 PURPOSE	9
1.2 COMPANY/ BUSINESS BACKGROUND	10
1.3 LOGO OF THE BUSINESS	11
1.4 PARTNERS BACKGROUND.....	12
1.5 BUSINESS LOCATION.....	17
1.5.1 Factors of Desired Location	18
2.0 ADMINISTRATIVE PLAN	19
2.1 INTRODUCTION TO THE ORGANIZATION	20
2.2. SECOND SERVING ORGANIZATIONAL CHART	21
2.3 MANPOWER PLANNING	21
2.4 SCHEDULE OF TASKS AND RESPONSIBILITIES	22
2.5 REMUNERATION	23
2.6 LIST OF CAFE FURNITURE, FITTINGS AND EQUIPMENT	23
2.7 OFFICE LAY-OUT.....	24
2.8 ADMINISTRATIVE BUDGET	25
3.0 MARKETING PLAN	26
3.1 INTRODUCTION OF MARKETING	27
3.2 PRODUCT AND SERVICE DESCRIPTION	27
3.3 TARGET MARKET.....	30
3.4 MARKET SIZE.....	31
3.4.1 Market Share.....	33

3.5 COMPETITORS	35
3.6 FORECASTING SALES	36
3.7 MARKETING STRATEGY	37
3.7.1 Product Strategy	37
3.7.2 Price Strategy	37
3.7.3 Distribution/Place Strategy	38
3.7.4 Promotion Strategy	39
3.8 MARKETING PERSONNEL	41
3.8.1 Marketing personnel	41
3.8.2 Main Tasks and Responsibilities	41
3.9 MARKETING BUDGET	42
4.0 OPERATION PLAN	43
4.1 INTRODUCTION OPERATION PLAN	44
4.1.1 Business Hours	44
4.2 THE OPERATION PROCESS	45
4.2.1 Flow Chart for the Processing the Ordering Product from Customer	45
4.2.2 Service Planning	47
4.3 MATERIAL PLANNING	48
4.4 FORECAST ACQUISITION OF STOCKS	49
4.5 OPERATION PERSONNEL.....	50
4.5.1 Position and number of staff.....	50
4.5.2 Schedule of tasks and responsibilities	50
4.6 REMUNERATION OF EMPLOYEES	51
4.7 MACHINE AND EQUIPMENT	52
4.8 LIST OF SUPPLIERS	53
4.9 OPERATION LAYOUT	55

ACKNOWLEDGEMENT

First of all, thanks to ALLAH SWT for his mercy and guidance in giving we full strength to complete this Business Plan Project task in the time given. Even facing with some difficulties and challenges in completing this task, we still managed to complete it alongside with a cooperation of several persons in this project. A lot of appreciation to our advisor, Dr. Mohd. Adzwin Faris Niasin for all his support and guidance in helping us to finish the task that really test our abilities mentally and physically throughout this business plan.

We would also like to thank him for giving us the opportunity to learn something from the basic things until a new things for this Business Plan Project. With his responsive feedback and comments, we can keep up our progress in a good condition by knowing what we should do and should not do. Moreover, we will use this knowledge and information as a guideline for our business in the future.

Then, we would like to thanks to our parents, for supporting us mentally and physically not just during finishing this tasks but also during our whole studies. Same regards to our friends who give us more support, knowledge, information and ideas to complete this business plan. It is a grateful acknowledgement to all of them who never give up giving their support to us in all aspects of life. Not forget to those who helping me in perfection my strategies by sharing the good info and knowledge for the business.

Lastly, we hope this business plan will be as a useful tools or informative guideline for us to run the business in the future. Thank you

EXECUTIVE SUMMARY

The overview of this report is about our business plan. It contains many things such as Introduction, administration plan, marketing plan, operation plan and financial plan. The content in this report will help us specifically to make sure what is the background of our business, who is our target, what is the main activity in our business and how much financial expenditure we need to spent in order to run this business and get a profit. The factors why we chose this business will also be seen in this report.

Second Serving marketing strategy is to emphasize the quality and price of our product and services. We offer a quality products made with a local ingredients because we want to get the loyalty and support from the customer. Thus, we develop marketing strategy to compete with the others cafe businesses.

Besides, Second Serving has 5 partners which are Muhammad Farihin Daniel Bin Rodih, Nur Dini Wardina Bt Suriyadi, Nurul Nazira Binti Ramlee, Salmia Binti Sudirman and Zulaika Binti Yansar who hold an important positions in the business such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Our workers has intensive experience in finance, businesses, sales accounting and cooking. All of this partners will be take role responsibilities together instead duties and portfolio of partners. The reason why we make this make this business plan is because to prove our commitment in this industry and to be a successful entrepreneur.