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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER SCIENCE AND MATHEMATICS

DIPLOMA IN SCIENCE COMPUTER (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BONITA CAFE SENDIRIAN BERHAD

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Computer Science (CS110)
Faculty of Computer Science and Mathematics
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26400 Pahang

10 JULY 2020

Madam Rozienna binti Khalid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

According to the title above, attached is the business plan report on the title of “**Bonita Cafe Sdn. Bhd.**” to fulfil the requirements to pass in this semester courses as needed as university requirements.

2. This report consist of overall important components as well as the aspects need to be considered to build up a new business. It is included my business profile, organizational structures, financial allocation, marketing strategy and the operational plan.

3. I hope through this report, you can see my potential to start a new business by my own and I can be evaluated according to my effort onto this overall assignment suit your requirement.

Thank you,

Yours sincerely

.....
Nik Muhammad Darwisy bin Nik Ismail
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirement that need to be accomplish in the course work assessment for the code ENT300.

Special thanks to our parents in supporting us to complete this business plan. This business plan has been prepared with the cooperation and support from many people. Besides, not to be forgotten to our lecturers which are Rozieana binti A. halid @ Khalid and his kindness in helping us during the process of completion of this project work. He have given us a good service by providing useful information to us. Without him, we would not be able to complete this business plan. Through this problems we manage to become more organize and mature in dealing with problems that occur during our research.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort and initiative that they have been shown in our project untill we successfully completed our business plan. I apologize to all other unnamed person who helped us various ways to complete this project and we hope this business plan report can give us little bit about Entrepreneurship world and fact about how to become a entrepreneur in future..

EXECUTIVE SUMMARY

Bonita Café Sdn Bhd offers food and beverages products and services for customers, providing the variety cake, muffin, bread and the most important coffee that gives high satisfaction of customer.

Our client is customers identifying as high and middle class who want to consume products with quite expensive prices. We also target coffee drinkers because we have delivery services of our products to consumers' homes. Bonita Café offers a variety of coffees that give nutrition of health, low sugar, low calories and receive halal certificates.

Across Kuantan particularly the Bonita Café Sdn Bhd. Business has seen an explosion of growth over the year. Kuantan is an area that many people get married especially Muslim Malay, it causes demand for coffee to rise over the year. While there are currently four businesses like us in Kuantan, but we are the only business that has special delivery services and a café.

Bonita Café Sdn Bhd marketing strategy is to emphasize the quality and price of our products and services. We offer quite expensive prices because many people in Kuantan are rich. Thus, we develop a marketing strategy that gives attraction to come to our shop especially rich people.

The management of Bonita Café Sdn Bhd. Consists of 5 lead workers: Wan Khairul Hazim, Feerman, Faiez, and . Our workers have extensive experience in finance, businesses, sales and accounting. Five partners will take on different responsibilities together instead of different duties and portfolio duties and portfolios of partners.

Already we have service and product commitments. We plan to aggressively build our brand through newspaper, ads and signboards. The loving bakery and cake that Bonita Café Sdn Bhd. will provide is sure to appeal to customers throughout Pahang especially the Kuantan area.

1. INTRODUCTION

1.1. Name of the Business.

Our company's name is Bonita Cafe Sdn. Bhd. We use the name 'Bonita Cafe Sdn. Bhd.' as our company's name is because we want to make some miracle that is we want customer label our product as Bonita service in the coffee industry in Kuantan, Pahang especially in Malaysia. We have our own shop. With the unique name of our shop, we hope that we can attract more people to come to our shop and taste the uniqueness of our product.

1.2 Location of the Business.

This store located at Jalan Sri Kuantan 80, Kuantan, Pahang . I choose this location because of their strategic area since it is at the town of a well-known city and have developed with the modern building and had through the urbanisation phase. Other than that, this place is one of the centre points for the community hang out which can attract many people to pass by our place.

1.3 Date of Business Commencement.

Our product will be commencement launch on 1st January 2021.

1.4 Future Prospects of The Business.

Our future prospects is we want to be the first choice of customers and consumers in the coffee industry in state of Pahang also around in Malaysia. Next, we will produce the highest quality coffee products and will continuously improve all aspects of our business and product. Lastly, we will create a quality standard in the coffee industry by using the latest equipment and technology to compete with other competitors.