



اَوْنِيُوْ سِيْتِي تِي كُوْلُو كِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BANKING (BM112)

BA1184A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

STORY-COFF

COFFEE AND BOOKS

PREPARED FOR:

MADAM ROZIEANA

PREPARED BY:

**MUHAMMAD AZNUL HAQIM BIN ZAHARUDDIN
2018447336**

LETTER OF SUBMISSION

Diploma in Computer Science (CS110)
Faculty of Computer Science and Mathematics
Universiti Teknologi MARA Cawangan Pahang
26200 Pahang

10 JULY 2020

Madam Rozieana
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26200 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**STORY-COFF - COFFEE AND BOOKS**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

AzNuL

.....

Aznul Haqim
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful to Allah SWT for the completion of this Business Plan as one of the requirements 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 lecturer, Madam Rozieana for guiding us during the process of completion of this project work. She has given us a good service by providing useful information to us.

I am really fortunate that I can really complete this business plan within the time given. I also take this opportunities to express a deep sense of gratitude to everyone that involve in this business plan directly or indirectly. We hoping that we can be a successful entrepreneur in the future .

TABLE OF CONTENTS

NO.	CONTENT	PAGES
	LETTER OF SUBMISSION	2
	ACKNOWLEDGMENT	3
	TABLE OF CONTENT	4-6
	EXECUTIVE SUMMARY	7
1	INTRODUCTION 1.1 NAME OF THE BUSINESS 1.2 LOCATION OF THE BUSINESS 1.3 DATE OF BUSINESS COMMENCEMENT 1.4 FUTURE PROSPECT OF THE BUSINESS	8
2	PURPOSE	9
3	BUSINESS BACKGROIUND 3.1 VISION AND MISION 3.2 ORGANIZATIONAL CHART 3.3 LOGO AND MOTTO	10-12
4	BACKGROUND PARTNERSHIP 4.1 GENERAL MANAGER 4.2 ADMINISTRATION MANAGER 4.3 MARKETING MANAGER 4.4 OPERATIONAL MANAGER 4.5 FINANCIAL MANAGER	13-14
5	LOCATION OF BUSINESS 5.1 PHYSICAL LOCATION OF THE PROJECT 5.2 ADVANTAGE OF LOCATION	15-16

EXECUTIVE SUMMARY

STORRY-COFF offer a product and service at the same time for the customer who enjoys reading and taking a sip of coffee. We guarantee that we will provide the service that meets customer's satisfaction .

Our customer are more in all range of ages and we aware about it. With the reasonable price, everyone can enjoy it without worrying of broke. We also focus on people who want to enjoy their weekend to the fullest. With our comfortable reading area, spending time in our shop will feel nothing, this is a win-win situation where we can provide such a place and get a profit at the same time. Moreover our beverage is high-grade quality that feels nothing like others.

Johor Baharu where all the great place are being build will be one of the opportunities that can not be missed. With a numbers of tourists come over, domestic or foreign, our café will also be the best tourist attractor in Johor.

We have manage service and product commitment to aggressively build our brand and trust within community hoping everyone will acknowledgement our acchivement.