



اَبُو سَيِّدِي تَيْكُو لَوِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

COFFEE GARDEN

SDN.BHD

COFFEE GARDEN

CAFE

MANUFACTURING

PREPARED FOR:

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LETTER OF SUBMISSION

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Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan title "**COFFEE GARDEN SDN.BHD-
COFFEE GARDEN CAFE**
" to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....
MUHAMMAD KAMARUL
AZWAN BIN MANAF
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful to Allah S.W.T 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 lecturers which are MADAM ROZIEANA BINTI A. HALID@KHALID and her kindness in helping us during the process of completion of this project work. She has given us a good service by providing useful information to us. Without her, we would not be able to complete this business plan. Through this problem 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 until 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 an entrepreneur in future.

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EXECUTIVE SUMMARY

COFFEE GARDEN Sdn. Bhd provides coffee products and services, offering a range of coffee that gives consumers a high degree of satisfaction.

The consumers are middle- and low-class consumers who want to buy a commodity at a reasonable price. We are also approaching the busiest people as we have the advantages of delivering our goods to customers at home. COFFEE GARDEN offers a range of coffee that provides good quality, low sugar, low calories and halal certificates.

Around Kuantan, the COFFEE GARDEN Sdn. Bhd, man. Company has seen an acceleration of development over the course of the year. Kuantan is an area where many people get married, particularly Muslim Malay, which causes demand for coffee to rise over the year. There are four companies like us in Kuantan, but we only have special delivery services and coffee shops.

COFFEE GARDEN SDN. Bhd. It is the marketing approach focuses on the quality and price of our goods and services. We offer a reasonable price because many people in Kuantan have a lot of obligation to take care of their own families. As a result, we are developing a marketing strategy that gives us an attraction to come to our shop, particularly thriving people.

The management of COFFEE GARDEN Sdn. Bhd. Consists of 5 lead workers are Muhammad Kamarul, Ali, Abu, Hadi and Aiman. Our workers have extensive experience in finance, businesses, sales and accounting. Five partners will be takes role responsibilities together instead different duties and portfolio duties and portfolio of partners.

Already we have service and products commitments plan to aggressively build our brand through newspaper, ads and signboard. The loving coffee and dessert that COFFEE GARDEN Sdn. Bhd. will provide is sure to appeal to customers throughout Pahang especially Kuantan area.