



اَوْنِيُوْ سِيْتِي تِي كُوْلُوْ كِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE**

**DIPLOMA IN COMPUTER SCIENCE (CS110)**

**CS1104A**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**ROZE CAFE**

**PREPARED FOR:**

**MADAM ROZIEANA BINTI A. HALID @ KHALID**

**PREPARED BY:**

**MOHD ALIF HAIKAL BIN MOHAMED SUHARNUDDIN 2018201438**

## LETTER OF SUBMISSION

Diploma in Computer Science (CS110)  
Faculty of Computer and Mathematical Science  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

12 JULY 2020

Madam Rozieana Binti A. Halid @ 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)**

Attach is the business plan title “**ROZE CAFE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....  
Mohd Alif Haikal Bin Mohamed Suharnuddin  
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 lecturer which are Madam Rozieana Binti A. Halid @ Khalid and her kindness in helping us during the process of completion of this project work. She have 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 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.

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## EXECUTIVE SUMMARY

ROZE CAFÉ offers their customers light dishes and beverages, providing them with various type of premium brewed coffee that can satisfy every coffee enthusiast in the town.

Our clients is customers with the love for a taste of premium coffee that want to satisfy their craves for an affordable price. We also targeting middle ages workers during rush hour because we can provide a fast service for every of our customers and boost their energy & motivation with our products throughout the day. ROZE CAFÉ offers variety of coffees and light dishes that can give energy boost, low sugar and receive halal certificates.

Across Kuantan particularly, ROZE CAFÉ business has been seen with an explosion of growth over the year. Kuantan is a large area with high density of population, where the estimated rate of employment is near 98%. So, the demand of dining place during rush hour is rising over the year. While there are currently plenty of business like us in Kuantan, they can't manage all the people wave during rush hour by themselves.

ROSE CAFÉ marketing strategy is to emphasize the quality and price of our products and services. We offer a premium quality with an affordable price because there are many genuine coffee enthusiast in Kuantan but their low income prevent them from enjoying what they love the most. Thus, we develop marketing strategy that gives attraction to our shop especially for those people.

The management of ROZE CAFÉ consists of 5 lead workers, Alif Haikal, Muhammad Feerman, Norikmal Daniel, Khairul Hazim and Muhammad Darwisy. Our workers has extensive experience in finance, businesses, sales and accounting. Five partners will be taking role responsibilities together instead despite different duties and portfolio of partners.

We already have service and products commitments plan to aggressively build our brand through newspaper, ads and signboard. The authenticity and quality of products and services that ROZE CAFÉ will provide is sure to appeal to customers throughout Pahang especially in Kuantan area.