



اُنِيُوْزَسِيْتِي تِي كُوْلُو كِي مَرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**AM1105D**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS NAME: OH, SUGAR CAFÉ**

**MAIN PRODUCT NAME: DESSERT & COFFEE**

**PREPARED FOR:**

**MADAM ROZIEANA BINTI A HALID @ KHALID**

**PREPARED BY:**

- |  |                   |
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## LETTER OF SUBMISSION

Diploma in Public Administration (AM110)  
Faculty of Administrative Science and Policy Studies  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

27 JANUARI 2021

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 “**OH, SUGAR CAFÉ – DESSERT AND COFFEE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

*Nur Atiqah*

.....  
NUR ATIQAHI BINTI MOHAMAD ANUAR  
General Manager

## EXECUTIVE SUMMARY

The main purpose of this paperwork is to run a business cafe with the concept of bakery, dessert and coffee. This business is known as Oh, Sugar Café. The first thing that come out from this report is the business background where all the details of the business have been stated clearly including the vision, mission, organizational chart, owner background and etc. The objective, mission and vision of Oh Sugar Café will also be clarified clearly and can be understand by all of the employees in order to ensure the objective, mission and vision of Oh Sugar Café can be achieved successfully. The form of the business is partnership where each partner is responsible for all the department which are Administration Department, Marketing Department, Operation Department and Financial Department. In order to prepare for good business plan, all the department plays their own roles and depending on each other. Starting from the administration, it need proper planning for the admin as it will determine all the task and responsibilities of the position hold by the workers in the business and responsible to calculate for all the worker's salary. Next, marketing department are in charge for the marketing plan where here all the product like cakes, dessert and coffee and also services will be introducing to all the customers through the product, price, place and promotion. Marketing plays significant roles where it will clearly identify and analyses on the market of the business to move forward and can compete with the competitors.

For further planning, operation department in charge on the operational plan where it will prepare for the process planning for manufacturing of all the main product produce in the business and activity flow chart so that it easy for the workers to refer as a manual for them. Operation plan of Oh Sugar Café also will determine their own material planning for the raw material of the product produce, machine and equipment in operation process and also will calculate for the overhead cost that need to bear by the company. In term of raw material, Oh, Sugar Café concerned towards the materials used in making the dessert and cake by using only high-quality materials and this will guarantee the customer satisfaction to visit this café. At last, the report also prepares for the financial plan where it calculates the budget from all the department which is from administration, marketing, and operation so that it can measure the efficiency of business in using the money in order to minimize the expenditure. From here, Oh Sugar Café will know whether the business is viable to be operated or not as the financial plan shown detail business financial performance.

## 1. Business Background (Arial 12, BOLD)

Table 1.0 Business Background

<b>Name of the Business</b>	<b>Oh, Sugar Café</b>
<b>Business Address</b>	<b>Jalan Galloway, Bukit Bintang 50150 Kuala Lumpur, Wilayah Persekutuan, Kuala Lumpur</b>
<b>Correspondence Address</b>	<b>Jalan Galloway, Bukit Bintang 50150 Kuala Lumpur, Wilayah Persekutuan, Kuala Lumpur</b>
<b>Website</b>	<a href="#">_____</a>
<b>E- mail</b>	
<b>Telephone Number</b>	
<b>Fax Number</b>	
<b>Form of Business</b>	<b>Partnership</b>
<b>Main Activity</b>	<b>Manufacturing and Services</b>
<b>Date of Commencement</b>	<b>28 April 2021</b>
<b>Date of Registration</b>	<b>6 May 2021</b>
<b>Registration Number</b>	<b>202104002804 (455186-T)</b>
<b>Name of Bank</b>	<b>Maybank</b>
<b>Bank Account Number</b>	

### 1.1 *Vision and Mission*

#### 1.1.1 Vision

- **To be leading freshly dessert and coffee service products around the world by offering the guiding principles of integrity, quality, service and relationship.**

#### 1.1.2 Mission

- **To provide a friendly services where the customers can receive quality food and drink at a reasonable price.**