



اَوْبَهُوْ سَيِّدِي تِي كَوْلُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATION SCIENCE & PUBLIC POLICY**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**AM1105E**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS NAME :**

**SUGAR SWEET CAFÉ**

**PRODUCT NAME :**

**DESSERT AND COFFEE**

**PREPARED FOR:**

**ROZIEANA BINTI A HALID @ KHALID**

**PREPARED BY:**

1. NOR ZAHERAH FAIZU AZUAR (2018661694)
2. FATIN SYAZWANIE BINTI ABDULLAH (2018210526)
3. NURSAIFUL IZHAR BIN ROSLI (2018272106)
4. AHMAD NAZRUL AIMAN BIN AHMAD NAZARI (2018275552)

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## LETTER OF SUBMISSION

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

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29 JANUARY 2020

Madam Rozieana A Halid @ Khalid  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Administration Science and Public Policy  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang.

Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**Sugar Sweet Café – Dessert and coffee**” to fulfill the requirements as needed as university requirements.

Thank you,  
Yours sincerely



.....  
Nor Zaherah Faizu Azuar  
General Manager,  
Sugar Sweet Café

## EXECUTIVE SUMMARY

**Sugar Sweet Café** name of the business inspired by the menu itself which is full of sweet menu or dessert but made with customer taste. The business controlling by the partnership of four people which is Nor Zaherah, Nursaiful Izhar, Ahmad Nazrul Aiman and Fatin Syazwanie playing important roles as general manager, administration manager, operational and marketing manager thus financial manager respectively. We as an executive of the café mostly have experience and skills in business and baking. The business has been registered in January 2020 which placed at very strategic places in Dungun City at the address Lot 9999, Bangunan Suragate 23000 Dungun, Terengganu.

The business is focusing on dessert and coffee product made freshly. We produce various types of dessert such as ice-cream cake, fruit doughnut, puddings, bomboloni, milkshake and coffee. The best in our café is the types of dessert bake to fancy and luscious with affordable price. We offer the discount 2% for Sugar Sweet member and also 3 days purchase with purchase offer when the time comes like Hari Raya Aidilfitri, New Year, Ramadhan thus the customer will get 25% discount for purchasing RM80 and above.

## 1. Business Background

Table 1.0 Business Background

|                               |   |
|-------------------------------|---|
| <b>Name of the Business</b>   | Sugar Sweet Café  |
| <b>Business Address</b>       | Lot 9999, Bangunan Suragate 23000<br>Dungun , Terengganu        |
| <b>Correspondence Address</b> | PT9286, Jalan Smk Seri Paka, 23100<br>Paka, Dungun, Terengganu. |
| <b>Website</b>                | www.sugarsweetcafe.com.my                                       |
| <b>E- mail</b>                |   |
| <b>Telephone Number</b>       |   |
| <b>Fax Number</b>             |   |
| <b>Form of Business</b>       | Partnership   |
| <b>Main Activity</b>          | Producing   |
| <b>Date of Commencement</b>   | 1 Jan 2020  |
| <b>Date of Registration</b>   | 1 Jan 2020  |
| <b>Registration Number</b>    | 201901000005 (1312525-A)  |
| <b>Name of Bank</b>           | Maybank   |
| <b>Bank Account Number</b>    |   |

### 1.1 *Vision and Mission*

#### 1.1.1 Vision

- Being one of the famous dessert industry companies in Malaysia by producing delicious, quality and popular products.

#### 1.1.2 Mission

- We offer superior desserts that are less sweet and suit the tastes of our customers. We apply a thorough technique to the preparation of quality goods, delicious and pleasing product to the customers.