



اَوْبُوْزِیْتِیْ تِیْكَوْلُوْجِیْ مَیْاَرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF APPLIED SCIENCES**

**DIPLOMA IN WOOD TECHNOLOGY (AS117)**

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**ENT300**

**“BRAZE’N’BREW BOARD GAME CAFÉ”**

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**LETTER OF SUBMISSION**

Diploma in Wood Technology (AS117)  
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Miss,

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

Attach is the business plan title “**BRAZE’N’BREW BOARD GAME CAFÉ**” to fulfil the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

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Thank you,

Yours sincerely



.....

Amrah Salsabila Binti Ab Rahim  
General Manager

### **ACKNOWLEDGMENT**

Alhamdulillah and praised to Allah S.W.T, the Almighty, for showering blessings throughout the completion of our Business Plan, an assessment given to us to be accomplish for the course of Fundamentals of Entrepreneurship (ENT300).

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During the process of this Business Plan, we succeeded in overcoming the difficulties and throughout the course, we astonishingly managed to execute our work with precise management and organizing. It teaches us the basics we could implement to build our own business in the future. All in all, this assessment covers tremendously on administrating an organization, and providing marketing, operating, and financial information needed for a novice entrepreneur to start a business.

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## EXECUTIVE SUMMARY

Braze'n'Brew Board Game Café is a café consists of an organized management and facilities to deliver our customers' best interest. We served a variety of food choices with three different eating schedule which are breakfast, lunch, and dinner. Snacks are also available for those who need something to chew on. Moreover, we also provided a wide range of board games locally and internationally found around the globe such as different sets of Dungeons & Dragons, Pandemic, Ticket to Ride, Betrayal at House on the Hill and many more.

We also carried out a bit of analytical research to accommodate a high-quality service and product to deliver our target market needs. By executing a rough Research and Development of our own, we can discover new ways to innovate into the cafe business and boost our sales for our early year operation.

The café will be handled by workers and guided by the general & financial manager, operating manager, administrative manager, and marketing manager to ensure an effective day-to-day basis of a successful, profitable business. Our café will hire some of the best hands to ensure an excellent customer service and satisfaction.

Situated in the heart of Malacca, the café is in a strategic spot. The current location was chosen due to its bustling activity around the clock, especially since it is one of the tourism areas visited by both local and international travellers. Not to mention it is also near the university. As one of the main entertainment hubs in the area, our board game café will become the focal point for some relaxing board games adventure with an addition of food service for those craving for something to fill in their hunger while having fun.

We learnt of the competitors under the same category who operated longer near the area of Jalan Hang Tuah through a survey we made. We share the same target market which are mostly students and workers. Even though our competitors had a much more experience in the business, we surmount these challenges by offering a more affordable, high-quality food and free Wi-Fi in the café. We expected for our business to grow better in the near future in order to achieve beneficial advantages such as long-term productivity.