



اُنِيْوَرْسِيْٓتِيْ تِيْكَنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME:

“ESTELLE CAFE”

PRODUCT NAME:

CAKE

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LETTER OF SUBMISSION

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26 JUNE 2020

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Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title **“ESTELLE CAFE”** to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely


.....

DAYANNA BINTI RASHIDI
General Manager

ACKNOWLEDGEMENT

Assalamualaikum w.b.t. First and foremost, we are grateful to Allah S.W.T for giving us the opportunity to conduct this project and strength, even though there has recently been a global pandemic outbreak. It does not stop us from continuing our mission to complete our task before the time is due.

Furthermore, we have engaged a fair number of people in the execution of this project. First of all we were supported and supervised by our lecturer Mrs Faizan binti Hj Abd Jabar during the creation of this project. Next, our teammates are completely accountable for their dedication and support to complete this project once it has accomplished its goals successfully. Not only that, the encouragement and willingness of our classmates and families to share their opinions for us to enhance our project.

It took a lot of guidance and help from many people to succeed in this project and we are extremely fortunate to receive this along with the completion of this project. Therefore, we would like to express our appreciation to each and every person listed above, and to the individuals who have supported us directly or indirectly through motivation and support. May Allah reward all their compassion.

Since it is our first business plan project, we realize this project is far from perfect. Criteria and suggestions from all around are therefore always welcome and highly appreciated, so that we can enhance and achieve the level of perfection we have always hoped for as our project is completed.

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EXECUTIVE SUMMARY

In this project, Estelle Cafe is a partnership-based style of business consisting of six members who hold significant roles, such as General Manager, Administration Manager, Marketing Manager, Operating Managers and Financial manager. Our business is focused on the food business, which offers cake with different kinds of flavours.

Additionally, we developed a layout in this business plan for our cafe to be turned into a working operation. This is done to build a well-constructed organization so that it can operate properly and manage any challenges or issues that we can easily encounter from any possible aspect of our cafe during our business, as well as being effective in our business.

Through this business plan, we will strategically develop our own business from scratch by not only guessing or blindly launching a business, but having a clear understanding and adequate knowledge of how we can conduct this business to reduce the shortcomings and challenges that might be faced in the future due to lack of experience and knowledge in the business field, let alone the food industry. Therefore, with a well-planned business strategy, a strong and stable business can be established and eventually contribute to both the economy and our country.

Finally, our business plan consists of its business background such as mission and vision for the cafe as well as our motto, marketing strategies and marketing budget, operating plan and administration plan.