



اُونِيُوَرْسِيْتِي تِي كُونُوَلُو كِي مَرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS1205F

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

SWEET HEAVEN CAFÉ ENTERPRISE

(SWEET HEAVEN)

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LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Science
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

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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 “**Sweet Heaven Café Enterprise – Sweet Heaven**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

Aina Zulaikha

(Nurul Aina Zulaikha Binti Arbain)
(General Manager of Sweet Heaven Enterprise)

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful.

Alhamdulillah, thank you to Allah SWT, whom provides us with strengths and His blessing of the opportunity upon us in completing our business plan. This business plan is prepared for University Technology Mara, consists of our research by using our own topic to fulfil our assessment on course code ENT 300, Fundamentals of Entrepreneurship.

Firstly, special appreciation goes to our lecturer, Madam Faizan Binti Hj Abd Jabar, for guided and helped us with our assignment in the midst of COVID-19 pandemic. Through a lot of obstacles and challenges along this online distance learning, she managed to help us by giving constructive comments and suggestion regarding to the topic's chosen and these have contributed to the success of our assignment.

Deepest appreciation and congratulation wish to our group members for an incredible and great teamwork that have been offered during the processed of completing the task. In addition, the communication among the members only being held through the online platform, however by the patience, determination and the teamwork support, we manage to finish this assignment as well as we could. To conclude, without the teamwork and cooperation between the members, it is impossible to accomplish this assignment. Thank you for all the commitment and determination that have been given to complete our assignment.

EXECUTIVE SUMMARY

Sweet Heaven Café Enterprise is a partnership-based corporation company leads by six employees that holding different important positions. This company owned by Nurul Aina Zulaikha Binti Arbain as the general manager, Nurul Anis Amira Binti Mohd Tazri as operational manager, Nurhannah Athirah Binti Norakmal as marketing manager, Nur Syasyawani Binti Mohd Hadzrami the finance manager, Nurul Aqillah Binti Zolkefle as sales manager and Nur Syamimi Binti Abd Razak as administration manager. The start-up capital is estimated to be RM243,597, from the calculation of the overall costing listed in this business plan.

The company is the only beverages business that produces a drink which originated from traditional cakes. It is inspired by the various type and taste of traditional cakes. The drinks are suitable for every range of ages especially to Malay traditional cakes lover. The flavor provided in our café are nona manis, sugu signature and also strawberry pudding. The flavors came out with special toppings that makes the drinks different from others café. This business is located at 55, Jalan Uda Utama 6, Bandar Uda Utama, 81200 Johor Bahru, Johor.

Sweet Heaven Café Enterprise is expected to start the business on 13th August 2020 at Bandar Uda Utama as it is one of the strategical places in Johor. Even though, it receives highest competitive from other beverages café; the business has been provided with great marketing strategy that will increase the revenue growth of the product sold. Through the well-planned business strategies, our company surely could receive high demands from the customers and this will bring the business to become one of the famous beverage's cafe in Malaysia. The unique flavor promoted by our company will attracted customers to try and love our products and the company vision to improve the quality and taste of drink's with special menu originated from traditional cakes and to provide the most affordable drinks with a good tasted could be achieved.

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