



اُنْبُوْا رَسِيْلِيْ تَكُوْلُوْا مِن مَّا رَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN SCIENCE (AS 120)

AS 1205C

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

TIDO'S CAFÉ AND DESSERT

(MALAYSIAN ICE-CREAM)

PREPARED FOR:

MADAM NORMILIA BT ABD WAHID

PREPARED BY:

Muhammad Fierdaus B. Azmee

2018678884

LETTER OF SUBMISSION

Diploma in Science (AS 120)
Faculty of Applied Science
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

21 JANUARY 2021

Madam Normilia Bt. Abd Wahid
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 **“TIDO’S CAFÉ AND DESSERT”** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
Muhammad Fierdaus B. Azmee
General Manager

ACKNOWLEDGEMENT

Firstly, we would like to thank you to our lecturer Madam Normilia Bt Abd Wahid for guiding us a lot through this assignment for Fundamentals of Entrepreneurship (ENT300). Next, we also would like to thank you to Allah S.W.T for giving us strength to finish this task before due. This assignment is a group assignment. So, it acknowledges us something new to learn and it also a lot of basic knowledge to start a business especially for us as a Diploma in Science student that interested to start a business after study.

Other than that, we also would to give an appreciation again to Madam Normilia Bt Abd Wahid for giving us advice and a full commitment in teaching us this new subject for last semester. I am very grateful to have a supporting and very helpful lecturer along the way to finish this assignment. Then, we also learn a new experience in business since we are science stream student and we have zero knowledge about business. After that, I am also wanted to thank you to my groupmate for giving their cooperation to finish this task.

Last but not least, we hope that our assignment will fulfil the standard marks that was set by our lecturer in rubrics and will receive by our lecturer warmly. Hope this assignment will give a starting point for our future if we want to pursue in business field.

TABLE OF CONTENT

CONTENT	PAGE
Letter of submission	2
Acknowledgement	3
Table of content	4
Executive summary	5
1) Business background	6-8
2) Owner background	9-13
3) Administration plan	14-18
4) Marketing plan	19-29
5) Operational plan	30-42
6) Financial plan	43-52
Conclusion	53
Appendices	54

EXECUTIVE SUMMARY

Tido's Café & Dessert aim to be the best cafe in the world. It located at Block C, No 34, Depan Pasar Besar Wakaf Bharu, 16250, Wakaf Bharu Kelantan. Tido's Café & Dessert will sell ice cream and related product. All manufactured by the Tido's Café & Dessert under its name. Because of its location in Pasar Besar, Tidos Café & Dessert target customer will be students, old people, government and private servant.

Tido's Café & Dessert manager will be managing the shop. Muhammad Fierdaus Bin Azmee will be the manager for daily operation with the assist his employee. Through our marketing strategy, we intend to have loyal customer by meet our customer needs which is the price, place, promotion and the quality of the product.

Mission

1. To create the top best quality nostalgic dessert with the commitment to incorporating the freshest, richest ingredients to a world class product.
2. To meet highest standard of service and product offering.
3. To actively seek out and respond to our customer needs.

The objective of Tido's Café & Dessert is to:

1. Achieve more than RM90 000.00 in every year.
2. To increase product awareness by 30% in one year
3. To increase the value of nostalgia product in modern society.

Tido's Café & Dessert's key to success will include, presenting a high level of quality in its product line and maintaining and growing relationship with customer to generate new sales. In order to start Tido's Café & Dessert, we will be getting a loan of RM60 000.00 with an agreement that allows for loan repayment over 10 years. We are determined to see Tido's Café & Dessert succeed, so we will do whatever it takes to ensure this happen.