



اَبُو بَكْرٍ سَيِّدِي تَبَّكَمُ اَوْ كُنَّ بِنَاا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

DIPLOMA IN ACCOUNTANCY (AC110)

AC1105I

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME: FRUITY BURGER CAFE

PRODUCT NAME: FRUITY BURGER

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LETTER OF SUBMISSION

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24 JANUARY 2021

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26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**FRUITY BURGER CAFE – FOODS AND BEVERAGES**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

Fateenamalia

.....
FATEEN AMALIA BINTI MOHD AZMI
General Manager

ACKNOWLEDGEMENT

First of all, praises and thanks to Allah for His showers of blessings throughout our assignment to complete this business plan report successfully. Second, we would like to express our sincere gratitude to our lecturer, Madam Ilyani binti Azer for providing us invaluable guidance and give clear instruction from start until the end to complete this report. Besides, she gave us full of moral support in completing this report. To our teammate, thank you for the cooperation to complete the report of Fruity Burger Café.

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EXECUTIVE SUMMARY

Fruity Burger Café is a food business that sells burger and use fruit as main ingredient in the burger. The fruits that we use are such as avocado, apple, pineapple, and kiwi. We use fresh and a good quality of fruits to make sure our customers satisfy with our service. Besides the burgers, we also sell a various of coffees, breads, and desserts so that our customers can choose their preferences of foods. Our vision is to be the world's leading burger and excellent services and our mission is to be the most favourable café that serves the best quality of western food with full of nutrition to maintain a healthy diet for our customers.

The business is located at 49, Jalan Damansara, Kuala Lumpur Sentral, 50490 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. The reason why we choose this location because it is strategic as the location is near to community. The Fruity Burger Café started the business with capital of RM 300 000. Fruity Burger Café will start operation on 15 January 2021. The business operates every Monday to Saturday from 9.00 am until 10.00 pm. The business is partnership which has five members as the owners.

Fruity Burger Café's target markets are for adult and teenagers because our café has kind of youngster vibes and normally, they like to try something new so they can try our fruity burger. Competitive advantages of our business are the burger that we sells are made from fruit such as kiwi, avocado and pineapple. This makes our business different from our competitors because our business is the only cafe that makes burger with fruit. Besides, the prices of the foods in our menus are affordable. The management team has 8 workers include the owners. All the workers are committed and experts in their job. They also have experience in doing their work.

Fruity Burger Café are expecting to gain profit every year. The financial plan indicates that the profitability for our business is RM 102 318 for the first year and will increase 22.53% and 31.21% for the second and third year, respectively.