



اَبُو سَيِّدِي تَيْكُونُ لَوِي كِي مَارَا
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 TEKNOLOGI
 MARA**

FACULTY OF ACCOUNTANCY

DIPLOMA IN ACCOUNTANCY (AC110)

AC1105D

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300



3R's (RENT, READ, REST) CAFE

BOOK RENTAL & CAFÉ

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LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**3R’S (RENT, READ, REST) SDN BHD – BOOK RENTAL & CAFE**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
3R's SDN BHD
General Manager

ACKNOWLEDGEMENT

First and foremost, praise to the Almighty for giving us a chance to come together in completing this assignment. We would like to express our gratitude to our beloved parents for their endless support and understanding considering the situation right now. We are also grateful to our lecturer for her guidance and assistance and friends for helping and motivating us in terms of mental support during this crucial period in completing this assignment.

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Finally, this assignment will not be completed without the cooperation of each member in the group. Each of the members go through hardship in fighting their own battle in the form of physical and mental state considering the situation. The support and guidance given from member to member in making sure no one is left behind in the process of completing this assignment, making it more memorable to us.

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EXECUTIVE SUMMARY

3Rs (Rent, Read, Rest) café is a café where people can read comics/novels and relax. This café concept has been popular in South Korea and Japan for quite a long time. Our 3Rs café is different from any other standard coffee cafes out there. In 3Rs café, we offer our guests various types of novels and imported translated comics (Japan, Korea, and Chinese). Other than that, our café also provides a few vending machines that contain various kinds of food, snacks, and beverages. We are also diverse the range of play spaces for eating, and relaxation. Everything in this café is self-services as we wanted to imply the “make yourself at home” concept.

3Rs café is not like any other bookstore where you can buy books at its retail price. We do not do books retail; we do books rental instead. This is because, repeatedly, we saw people buy books which cost around RM39.90 each and they read it only once, then they store it in their bookshelves. We find this a very wasteful behaviour. Therefore, 3Rs café aims to allow all book lovers to enjoy reading at a cheaper rate by providing book rental services instead. Instead of wasting your RM40 to buy just a piece of book, why not just rent it? This way, you will be able to rent and read 2-3 books with the same amount of RM40. It is way more beneficial and worthy, isn't it?

3Rs café target market are the teenagers and the young adults. This is because this place is a suitable place for them to lounge around and hangout with their friends while reading books/comics or doing homework together. Besides, this place is very affordable and cheaper than those Instagrammable cafes out there, as we provide strong connection of wi-fi and some promotion and seasonal sales.