



اَوْنِيُوْ سِيْتِي تِي كُنُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ACCOUNTANCY**

**DIPLOMA IN ACCOUNTANCY (AC110)**

**AC1105D**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**RISE AND SHINE CAFE**

**CAFÉ & BAKERY**

**PREPARED FOR:**

**SITI FAHAZARINA HAZUDIN**

**PREPARED BY:**

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## LETTER OF SUBMISSION

Diploma in Accountancy (AC110)  
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15 JANUARY 2020

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Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**RISE AND SHINE CAFÉ – CAFÉ AND BAKERY**”  
to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....  
NISRIN SOFEA BINTI AZIZ  
General Manager

## **ACKNOWLEDGEMENT**

First of all, we would like to express our gratitude to Allah S.W.T for all of His blessings and guidance that He granted to us throughout our journey in finishing this business plan. This business plan is completed due to the efforts and hard work of the group members which are Nisrin Sofea binti Aziz, Nor Haziqah binti Zulkefli, Shazwina binti Jamri, Siti Fatin Nadirah binti Noor Muhammad and Siti Norsuraya binti Mohamad Shokri. Despite the challenges that we had to go through in order to complete this business plan, we believe with outstanding commitment, dedication and hard work, there is no doubt that this business plan will be a success.

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Finally, we would like to thank the people who were directly or indirectly involved in this business plan. In completing this business plan, they were truly a great support to us. We hope this business plan would include new ideas to inspire the local community to overcome the business challenge.

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## EXECUTIVE SUMMARY

Rise and Shine Café is a start-up café and bakery retail establishment located in Section 7, Shah Alam. We have always been dreaming of setting up our own business together ever since we were studying in college. Since all of us share the same interest in drinking coffees and eating pastries, we decided to open up a café and bakery shop to share our special interests with others so that everyone can enjoy the beauty of our freshly brewed coffee and freshly baked breads. Thus, Rise and Shine Café was born.

The management team consists of five managers which begins with the General Manager, Nisrin Sofea binti Aziz as the head of the company since she has extensive experience in sales and management. The other four managers of the company are Siti Fatin Nadirah binti Noor Muhammad as an Administrative Manager, Siti Norsuraya binti Mohamad Shokri as a Marketing Manager, Shazwina binti Jamri as an Operation Manager and lastly, Nor Haziqah binti Zulkefli as a Finance Manager.

The café and bakery shop are located at Section 7, Shah Alam. Although there are several cafes in Section 7, Shah Alam, people in Section 7 are having difficulty in getting bakery products since there is no bakery shop operating there. Thus, Section 7, Shah Alam is the perfect location to set up our café and bakery shop since there is a high demand from consumers hence the problem will be solved. Our main target market is office workers aged between 25 to 50 years old since our location is close to shops and offices. Next, there are two universities located near our café, which are Universiti Teknologi Mara (UiTM), Shah Alam and Universiti Selangor (Unisel), hence, the students from the universities are included in our target market. Lastly, families in Section 7 are also one of our target markets since the café is close to residential areas so parents are most likely to buy our products for their children.

Rise and Shine Cafe offers variety types of freshly baked pastry products with premium quality such as breads, bagels, sandwiches, and tuna puff. We also offer drinks like coffees, frappuccino, and other non-coffee drinks such as juices and teas for our customers. In addition, our café does not only offer coffee and pastry products for our customers, we also have many types of main dishes for customers who feel like eating something heavier than pastries such as pastas and mac and cheese. What makes our foods and beverages more special compared to other stores is that we only use premium and high-quality ingredients order to give the maximum satisfaction for our customers. As for the profitability of the business, we anticipate sales of about RM 309,900 in the first year, 10% increment in the second year and 15% increment in the third year of the plan.