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UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)
BA1184K**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN**

**PREPARED FOR:
MADAM ADIBAH BINTI HUSSIN**

**BUSINESS NAME:
EXQUIS CAFÉ**

PREPARED BY:

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**SUBMISSION DATE:
23 JULY 2021**

LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)
Faculty of Business and Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

23 JULY 2021

Madam Adibah binti Hussin
Lecturer of Fundamentals of Entrepreneurship (ENT300)
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Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**EXQUIS CAFÉ**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

AWATIF NUR BINTI ADENAN
General Manager

ACKNOWLEDGEMENT

First of all, we would like to express our gratitude to Madam Adibah binti Hussin, our Fundamental of Entrepreneurship (ENT300) lecturer for giving us a good guideline for this assignment throughout numerous consultations. She had guided us on how to complete this assignment thoroughly. Every week in class, she always reminds and gives guidelines on how to do this assignment for the next part. Besides, we are extremely grateful to her for providing great support and guidance.

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Thank you.

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EXECUTIVE SUMMARY

Exquis Café is a partnership business that will commence in the year 2023. We chose to open a cafe because we want to provide a relaxing and calm environment where people can gather to catch up with family, friends and loved ones or work accompanied with a cup of freshly brewed coffee and bakeries from our cafe. Our targeted customers are based on a psychographic type of market segment. The cafe will be located at Avenue K, Kuala Lumpur where the visitors are mostly teenagers, well off adults, business people and office workers. In our café, we will be serving coffees such as Iced Americano, Latte and Mocha. We will be also serving treats like Chocolate Chip Cookies and dessert namely Pavlova, all are freshly brewed and baked in the cafe.

As we are opening a cafe, mostly the customers will dine in, however, we also provide a packaging suitable for our visitors that want our products for take-outs. This strategy will be very handy especially for business people and office workers that value time. For pricing strategy, we set our price for bakeries using cost based pricing whereas for coffees we use value based pricing strategy. Though our products are on the pricey side, each of them is made of top tier quality. From the ingredients to the process of making, it was all made with care and precision to make sure that we deliver the best of the best for our customers. For the channel of distribution, we sell our products directly to consumers. For promotion strategy, we market and publicize our products using tools like advertisement and sales promotion. We hand out flyers and business cards, for sales promotion, discounts will be given on public holidays or special days like Mother's Day.

Exquis Café has three competitors that sell almost the same thing with us, Starbucks Coffee, Caffe Bene and Old Town White Coffee. We acquire a few advantages that make us a better choice than our competitors, in particular, we have narrowed down the menu to ones that are people's favourite, we will frequently have discounts and our products are worthy of the price for its quality in ingredients and process of making. We have four partnerships with each holding important positions in the organizational chart and two general workers. The business plan will be implemented within the span of 1 year.