



**UNIVERSITI TEKNOLOGI MARA JENGA CAMPUS  
FACULTY OF BUSINESS AND MANAGEMENT  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN:**

**STUDY CAFE by YEONGU ROOM**

**PREPARED FOR:**

**MADAM ILYANI BINTI AZER**

**GROUP: BA1184I**

**PREPARED BY:**

<b>STUDENT ID</b>	<b>NAME</b>
(2019278394)	NUR SYEZHLIANA BINTI MOHD NOR AZLAN
(2019286776)	NUR SYUHADA BINTI KHAMIZI
(2019291786)	NURUL NADHIRAH BINTI MOHD ZAMANI
(2019282678)	SITI NURALIAH HUSNA BINTI SUHAIMI

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**26 JULY 2021**

## LETTER OF SUBMISSION

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

5 JULY 2021

Madam Ilyani bt Azer  
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 **“YEONGU ROOM – STUDY CAFE”** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....  
Nurul Nadhirah Binti Mohd Zamani  
General Manager of Yeongu Room

## **ACKNOWLEDGEMENT**

Alhamdulillah, give thanks to Allah for the opportunity and blessing of His grace. We are truly grateful to Allah for the strength, patience, and time He has given us to prepare for this Business Plan group assignment.

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# TABLE OF CONTENT

<b>EXECUTIVE SUMMARY</b> .....	1
<b>BUSINESS MODEL CANVAS (BMC)</b> .....	2
<b>1.0 Business Background</b> .....	3
<b>1.1 Business Background</b> .....	3
<b>1.2 Vision and Mission</b> .....	3
1.2.1 Vision.....	3
1.2.2 Mission .....	3
<b>1.3 Organizational Chart</b> .....	4
<b>1.4 Logo and Moto</b> .....	5
1.4.1 Logo description .....	5
1.4.2 Motto .....	5
<b>2.0 Owner Background</b> .....	6
<b>2.1 General Manager</b> .....	6
<b>2.2 Operation and Administration Manager</b> .....	7
<b>2.3 Marketing Manager</b> .....	8
<b>2.4 Financial Manager</b> .....	9
<b>3.0 Administration Plan</b> .....	10
<b>3.1 Introduction (Administration Objectives)</b> .....	10
<b>3.2 Manpower Planning</b> .....	11
<b>3.3 Schedule of Task and Responsibilities</b> .....	12
<b>3.4 Schedule of Remuneration</b> .....	13
<b>3.5 Office Furniture, Fitting and Office Supplies</b> .....	13
<b>3.6 Administration Budget</b> .....	15
<b>4.0 Marketing Plan</b> .....	16
<b>4.1 Introduction (Marketing Objectives)</b> .....	16
<b>4.2 Description of Product</b> .....	17
<b>4.3 Target Market</b> .....	21
<b>4.4 Market Size</b> .....	24
4.4.1 Population Table.....	24
4.4.2 Total market size .....	24
<b>4.5 Competitors</b> .....	25
4.5.1 Identifying competitors. ....	25
<b>4.6 Market Share</b> .....	26
4.6.1 Market share before the entry of <i>your business</i> . ....	26

## **EXECUTIVE SUMMARY**

Based on the business proposal produced, Yeongu Room is a business that offers a service to provide a place to study for students who are at a business location with a capital of RM250,000.00. This business is run by four friends who each have an important role in this business which is general manager, operations and administration manager, marketing manager, and financial manager. These four positions are vital in moving this business to run smoothly without any problems.

Yeongu Room is one of the businesses that offer service to students operating at 22-1, Jln Radin Bagus 3, Sri Petaling, 57000 Kuala Lumpur, Federal Territory of Kuala Lumpur. This chosen location is strategic because it has many students in line with the main target for this business.

In addition to offering a comfortable space for students to review or do assignments and other related matters, Yeongu Room also provides a pantry for students to eat snacks or drinks to avoid feeling sleepy or bored. Lastly, Wi-fi is also provided in these business premises to attract more customers because the internet network is essential for students regardless of whether the student is at school or university and other institutions to complete assignments or do revision.

We have researched the concept of premises that are different from other businesses. Based on the research that has been done, Yeongu Room business created the concept of Nordic styles because students nowadays prefer these styles. The nordic theme emphasizes the interaction of colours and natural, woven textures, surfaces, and materials with minimal pattern.

Yeongu room offers study room service, so this business targets students nearby regardless of whether they are school students or students of higher learning institutions. Students need a quiet space or place to do all their work to go to Yeongu Room to complete assignments and other related things. The business targets customers as customers, so the price offered is also according to the ability of the students as most of the students do not have a fixed income. Furthermore, Yeongu Room also offers discounts for students according to their exam results.