



اَوْنِيُوْ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا
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TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

NAME OF THE BUSINESS:

BEANS 'N BREAD CAFE

PREPARED FOR

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LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118))
Faculty of Business Management
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Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**BEANS ‘N BREAD CAFE**” to fulfil the requirements as needed as university requirements.

Below is the list of group members involved in completing this business plan:

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Thank you,

Yours sincerely,

NURUL HAFJZA

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Nurul Hafiza Binti Abdul Hapidz
General Manager

ACKNOWLEDGEMENT



In the name of Allah SWT, the most beneficent and merciful who gave us strength and knowledge to complete this business plan report assignment on time. To start this report, we would love to provide a massive amount of special thank you to our lecturer, Sir Mohd Aidil Riduan Bin Awang Kader, who gave our group this opportunity to fulfil the business plan assignment report. He supported us both physically and mentally and guided us to complete this report successfully. Again, we would like to thank him for his overall support. We gained more knowledge through the lectures given, and without this knowledge, we are sure this report can be lacking much information. We are grateful because we managed to complete this assignment within the time given by Sir Aidil.

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EXECUTIVE SUMMARY

Beans n' Bread Café is a partnership business that sells coffee and bread. It is located in Kuantan, Pahang and is expected to start operating on 9 February 2021. Five partners manage this business in total. The highest position among the partners is the general manager, followed by the administrative manager, marketing manager, operation manager and financial manager. In addition, our partners also contribute an equal portion of capital amounting to RM100,00.00 each. Thus, the total business capital for Beans n' Bread Café is RM500,00.00. In terms of a marketing plan, we have several marketing objectives: to boost sales while maintaining and minimizing marketing costs. Secondly, we want to increase brand recognition by steadily adding new customers month after month and enhancing the visibility of cafe marketing by making others visit our cafe purely for particular purposes, especially meeting new people. The current menu is coffee latte with Hokkaido milk bread, croissant with an americano, sandwich with loose leaf green tea and butter chip muffin with mocha java coffee. We are hoping to expand our business to introduce more foods and drinks in future. Other than that, our target market is a mass market where we target all kinds of people but most students and employees. They need coffee and bread to boost their energy levels when studying and working. They also can enjoy the coffee and bread while chilling. The price of our unit is affordable where we are selling it, not more than RM13. We want to increase our sales revenue and become the best-delightful coffee and pastry for the operation plan. Hence, to fulfil these objectives, we would make sure that we use high-quality machines and equipment to maximize our sales. Besides, our business is open early from 10.00 am until 7.00 pm and from Monday to Saturday. Hence, our customers can visit and buy our products at those times.

Next, we also want our administration to effectively communicate sufficient information to each department, produce more competent staff, and motivate the team. This is to enhance the bonds among us so that we are in the same boat to fulfil each organizational objective. Each manager that consist of general manager, administrative manager, marketing manager, operation manager and financial manager has their roles and responsibilities that must be done to achieve organizational's goals

Last but not least, we also include a financial plan consisting of project implementation cost, proforma cash flow, proforma income statement, and financial budget based on our budgets from all plans, including administration plan, marketing plan, and operational plan. It is safe to say that our Beans n' Bread Café will have an increasing net profit trend in three years.