



اَوْنِيُوْرَسِيْتِي تِي كُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

BA1184H

FUNDAMENTALS OF ENTREPRENURSHIP (ENT300)

**BUSINESS NAME
RUMAH KOPI
COFFEE & FOOD**

**PREPARED FOR
SIR MOHD AIDIL RIDUAN BIN AWANG KADIR**

PREPARED BY:

NAME	STUDENT ID
Nur Aisyah Adani binti Adnan	2019225554
Amirah Najihah binti Abdul Jais	2019663514
Muhammad Fazan bin Muhamed Sufian	2019658356
Saiful Ezzam bin Hamsanusi	2018203376
Wan Muhammad Ammar Zafran bin Wan Zambri	2018433772

**DATE OF SUBMISSION
19 JULY 2021**

LETTER OF SUBMISSION

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

15 JULY 2021

Sir Mohd Aidil Riduan Bin Awang Kadir
Lecturer of Foundation of Entrepreneurship (ENT300)
Faculty of Business Management
University Teknologi MARA Cawangan Pahang
26400 Pahang

Sir,

Submission of the Business Plan (ENT300)

Attach is the business plan tittle “**RUMAH KOPI**” to fulfill the requirements as needed as university requirements.

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

Nur Aisyah Adani binti Adnan	2019225554
Amirah Najihah binti Abdul Jais	2019663514
Muhammad Fazan bin Muhamed Sufian	2019658356
Saiful Ezzam bin Hamsanusi	2018203376
Wan Muhammad Ammar Zafran bin Wan ZAmbri	2018433772

Thank you,

Yours Sincerely,

MUHAMMAD FAZAN SUFIAN

Muhammad Fazan bin Muhamed Sufian
General Manager

ACKNOWLEDGEMENT

All praises to Allah SWT and His blessing as we are able to complete our group assignment that has been assigned to us. This group assignment is done with a lot of effort and cooperation from all of our group members which consists of Nur Aisyah Adani binti Adnan, Amirah Najihah binti Abdul Jais, Muhammad Fazan bin Muhamed Sufian, Saiful Ezzam bin Hamsanusi dan Wan Muhammad Ammar Zafran bin Wan Zambri. Through effective communication, we are able to complete a given assignment with enthusiasm.

We respect and thanks to Mr. Mohd Aidil Riduan bin Awang Kadir for giving us the opportunity to carry out the task and giving us clear and detailed instructions. We also thank you for all the knowledge and advice given.

Secondly, we would also like to thank our parents and friends who helped us a lot in finalizing this project within the limited time frame. We are overwhelmed in all humbleness and gratefulness to acknowledge our depth to all those who have helped us to put these ideas, well above the level of simplicity and into something concrete. Any attempt at any level can't be satisfactorily completed without the support and guidance of our parents and friends.

Thank You.

TABLE OF CONTENT

NO	CONTENT	PAGE
1.	LETTER OF SUBMISSION	i
2.	ACKNOWLEDGEMENT	ii
3.	EXCUTIVE SUMMARY	1
4.	BUSINESS MODEL CANVAS (BMC)	2
5.	1. BUSINESS BACKGROUND 1.1 Vision and Mission 1.1.1 Vision 1.1.2 Mission 1.2 Organizational Chart 1.3 Logo and Motto 1.3.1 RUMAH KOPI's logo and description 1.3.2 Motto	3
6.	2. OWNER BACKGROUND 2.1 General Manager 2.2 Administration Manager 2.3 Marketing Manager 2.4 Operation Manager 2.5 Financial Manager	6
7.	3. ADMINISTRATION PLAN 3.1 Introduction (Administration Objectives) 3.2 Manpower Planning 3.2.1 List of Personal 3.3 Schedule Task and Responsibilities 3.4 Schedule of Remuneration 3.5 Office Furniture, Fitting and Office Supplies 3.5.1 List of Equipment 3.5.2 List of Furnitures and Fittings 3.6 Administration Budget	7
8.	4. MARKETING PLAN 4.1 Introduction of marketing objective	15

EXECUTIVE SUMMARY

Rumah Kopi enterprise is a partnership business that manufactures and sells coffee and western food, as well as marbled cakes. It is located in Jengka, Pahang, and is set to open on April 21, 2023. This company is run by five partners in total. The general manager is the highest-ranking partner, followed by the financial manager and the administration manager, production manager and marketing manager. In addition, each partner contributes an equal share of the capital, totaling RM100,000. As a result, the total business capital for Rumah Kopi Enterprise is RM500,000.

In terms of marketing strategy, we have several marketing objectives, including introducing more of our food, such as the Malayan Buffalo burger, the grilled chicken panini sandwich, the marbled mud cake, and coffee scents, such as black coffee and cappuccino, which many customers will enjoy. We hope to grow the business in the future so that we can introduce more high-quality products and services. Aside from that, our target market is segmented with demographic segmentation, which targets customers based on their desires as well as benefits. The price of each unit of our foods varies depending on the food and drink, but it is less than RM20, which is reasonable for the high quality of our product.

For our operation plan, we want to increase our sales revenue and become the best-quality food provider. As a result, in order to achieve these goals, we owned two different operation spaces, a shop and an office, as well as a factory, for more effective and efficient operation activities, particularly in terms of manufacturing and selling. As a result, customers can come to our cafe and dine or pack. We also offer food delivery during our business hours, which are Monday through Saturday from 8 a.m. to 6 p.m.

Next, we want our administration to excel in terms of effectively communicating information to each department, producing more competitive employees, and motivating employees. This is to strengthen our bonds so that we can all work together to achieve each organization's goals. Each manager that consists of general manager, financial manager, administration manager, production manager, and marketing manager has their own roles and responsibilities that must be done in order to achieve organization's goals.

Last but not least, we also include our financial plan, which includes project implementation costs, proforma cash flow, proforma income statement, and a financial budget based on our budgets from all plans, including marketing, operation, and administration. It is safe to predict that Rumah Kopi enterprise will have an increasing trend in net profit for the next three years.