



اَبُو سَيِّدِي تَيْكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)
BA1184A

FUNDAMENTALS OF ENTREPRENUERSHIP
ENT300

BUSINESS PLAN
BUBBLE FRUITY CAFE

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LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)
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Miss,

Submission of the Business Plan (ENT300)

Attach is the business plan title “**BUBBLE FRUITY CAFE**” to fulfill the requirements as needed as university requirements.

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

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Thank you,

Yours sincerely

.....ismah.....
ISMAH SYAFIQAH BT MOHD SAUPI
General Manager

ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

All praise to Allah the Almighty, for giving us strength and opportunity to learning, understanding and completing this report. It is because of his blessing, we had finally managed to finish up this assignment with great enthusiasm and determination. We have gained more information, new things and new experience of this subject.

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Lastly, we also want to thank everyone who contributes to this report whether directly or indirectly especially our beloved lecturer, group members and classmates for the help they have given us. We hope that Miss Nurhani Izzati binti Mohd Hanifah will be satisfied and give full consideration in marking this business plan report.

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EXECUTIVE SUMMARY

The business exists with the help of five dedicated individuals which consists of General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager. The start-up capital to open this business is RM 55,122.28 where RM 128,057.00 of the capital is the loan that we made from Bank Islam Malaysia Berhad (BIMB).

An evaluation has been carried out to make sure that the products and services offered are high-quality and meet the needs of our target markets. Innovating is our priority for us to increase our sales for our first year of operation. Moreover, Bubble Fruity Café has gained popularity in Kuantan, Pahang for opening the first themed and unique café in the area. The products are varied by day made which means on Tuesday, the menu will be themed on strawberry based. On the following days, themes are changed from banana to dragon fruits to mango to watermelon to avocado.

Apart from that, our business is open up at a strategic place in Putra Square, Kuantan. The place of our outlet is located in the best strategic spot which also made easy for the customers to reach our cafe. Our potential customers are mostly students, workers, travellers, fruit lovers, other smoothie outlets and even fast food outlets. For students and workers, the location is nearby school, college, university and offices which can make them easy to pay a visit after finished their class or during lunch hour.

We have done a survey and we found that three competitors run a similar business at our place. This makes it a challenge for our company to sustain our profits and retain new customers since they're selling the same products and services at the same price and at a lower price. Nevertheless, we solve these challenges by offering them beverages at an affordable price, make promotions, give them a discount and provide them some attractions to attract them to visit our café.

We expect our company to grow bigger and better as we always innovate our café with a more exciting attraction that will make more people interested in our café. We're going to provide them a reusable cup of BPA Free when they purchase the smoothies and they can reuse it again. At the same time, they can discover a new unique combination between fruits and black pearl or mango pudding with fish oil. This business would also offer benefits, such as long-term profitability.