



اَبُو بَكْرٍ سَيِّدِي تَيْكُو لَوْ كُنِي مَبَادَا  
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TEKNOLOGI  
MARA

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

**FUNDAMENTALS OF ENTREPRENUERSHIP**  
**ENT 300**

**OVEN-BAKED PIZZA CAFÉ**  
**PIZZA**

**PREPARED FOR:**  
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## LETTER OF SUBMISSION

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Miss,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**OVEN-BAKED PIZZA CAFÉ – PIZZA**” to fulfil 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

Muhammad Muizzuddin bin Rusman  
General Manager

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## EXECUTIVE SUMMARY

This business is based on serving pizza that use café and retro theme. The management in Oven-baked pizza café has five part of management which are General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager. There are two general workers which are Chef and waiter. For total capital for this café is RM 228,185 and loan from Bank Islam Malaysia Berhad is RM 185,755.

Oven-baked pizza café serves 6-inch personal pan pizza made with fresh ingredient as our main product. Our business provide customer with Neapolitan pizza also known as Naples-style pizza which is the original pizza with thin base and dough that puff around the sides. Customer can add and choose their choice of toppings such as and type of crust according to their preference or they can choose from the menu straight away. The customer also can choose the 2-in-1 pizza where they can divide one pizza into two different flavours.

Our target market in this business are the university and college students. With the business main focus in selling pizza with the retro café style, it is easier to target and attract teenager and young people due to them following the trend lifestyle. The location of the business which is in Subang Jaya SS 15 is also known as the food hub in Subang Jaya. It is located near the INTI International College, College Subang and others.

With the popular brand name of pizza such as Pizza Hut, Domino's Pizza and US Pizza in the market share, 20% is already a big achievement that we hope to achieve. Customer satisfaction is the main focus for us in order gain this objective. One of the ways that we found to be effective to improve brand name is to act on customer feedback. Hence, our café is different from other local café ever existed because we bring the retro vibe in the interior design of our café and this will be the hot spot for our target market. So, we believed that our café will be attract potential customers and gaining sales day by day.