



اَوْنِيُوْزَسِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)**

**BA1184B**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**KEBAYA COFFEE HOUSE**

**FOOD AND BEVERAGES**

**PREPARED FOR:**

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## TABLE OF CONTENT

LETTER OF SUBMISSION .....	4
ACKNOWLEDGEMENT .....	5
EXECUTIVE SUMMARY .....	6
1. Business Background .....	7
1.1 Vision and Mission .....	7
1.2 Organizational Chart .....	8
1.3 Logo and Motto.....	9
2. Owner Background.....	10
2.1 General Manager .....	10
2.3 Marketing Manager .....	11
2.4 Operation Manager .....	12
2.5 Financial Manager.....	13
3. ADMINISTRATION PLAN .....	15
3.1 Introduction .....	15
3.2 Manpower Planning.....	16
3.3 Schedule of Task and Responsibilities .....	17
3.4 Schedule of Remuneration .....	18
3.5 Office Furniture, Fitting and Office Supplies .....	19
3.6 Administrative Budget.....	21
4. MARKETING PLAN .....	23
4.1 Introduction (Marketing Objectives) .....	23
4.2 Description of products.....	24
4.3 Target Market .....	25
4.4 Market Size.....	26
4.5 Competitors .....	27
4.6 Market Share .....	28
4.7 Sales Forecast .....	30
4.8 Market Strategy.....	32
4.9 Marketing Budget.....	33

## LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)  
Faculty of Business Management  
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26400 Pahang

29 December 2020

Miss Nurhani Izzati Bt Mohd Hanifah  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
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Miss,

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

Attach is the business plan title “**COFFEE CAFE – KEBAYA COFFEE HOUSE**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....  
ZIZIE ZAIREEN BT ZULKIFLI  
General Manager

## **ACKNOWLEDGEMENT**

Alhamdulillah, greatest thanks to Allah S.W.T. because of his will, we were able to finish this assignment. First of all, we would like to thank our lecturer, Miss Nurhani Izzati for her advice and guidance that helps we to complete this assignment. Her willingness to explain what we have to do to make this assignment done and motivation that she gave we to not to be stress while completing this assignment although we all struggle facing online classes due to the COVID-19 issue.

Next, we would like to thank our family for their supports in this project. We also would like to thank all our friends and classmates for giving ideas that help we to complete this assignment although they also had to complete their work. We truly appreciate their willingness to helping each other.

## **EXECUTIVE SUMMARY**

This business operates with the help of five (5) main position that are competent which consist of General Manager, Administration Manager, Marketing Manager, Operational Manager, and Financial Manager. This business' capital start-up with RM 474,380 and RM148,552 of it is loan from Maybank with rate of 5%.

We have come up with the idea to open the first different concept of café in Kelantan which is Kebaya Coffee House. This business main idea is to bring back the nostalgia vibe of living in the past where Melayu people used to wear one of its traditional dress which is baju kebaya. Other than that, the business also wants to serve our customer the best quality of beverages, cuisine and an original coffee experience.

Furthermore, our café is opened at a strategic place in Kota Bharu, Kelantan. The area is near to school and residential area. Through this convenience area, the business will be able to attract large number of customers such as students and community of this area. The students also tend to go to this area to hang out with their friends and mostly students love to enjoy unique café that serve various dishes with affordable prices.

Moreover, we have already made a survey of competitors to the business. There are three (3) competitors who run a similar business like our business but with different concepts. This issue challenges to the business to keep maintain loyal customers and sales. However, the business overcome this challenge or problem by offering the customers an economical price and provide some amusement corner like photobooth, mini gallery and vintage items display to attract them to eat at our cafe.

We are wishing and expecting that our business will achieve its goals and grow bigger in the future as we always providing our café with appealing attraction to attract more customers to come and enjoy our café not only for students, but also workers in this area. On that occasion, they can discover more about the culture of Melayu people since the concept provided by our business is to maintain traditional wear by the workers. This project will give us superiority, such as profitability in the long run.