



اُنِيُوَرَسِيْتِي تِي كُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**  
**DIPLOMA IN OFFICE MANAGEMENT**  
**BA1184C**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**  
**ENT 300**

**BUSINESS NAME**  
**PAWS&CLAWS CAFÉ**

**PREPARED FOR:**  
**MISS NURHANI IZZATI BINTI MOHD HANIFAH**

**PREPARED BY:**  
**AMIR NASREEN BIN CHE MOHD DAHAN ( 2019925499 )**  
**AINAA FAZRINA BINTI ABDUL GHAFAR ( 2019954097 )**  
**SITI RASYIQAH BINTI FAUZI ( 2019958925 )**  
**NUR ALIA SUFIAH BINTI ALIAS ( 2019500805 )**  
**NUR FATIHAH BINTI HUSSAIN (2019560909 )**

## LETTER OF SUBMISSION

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

15 JANUARY 2021

Miss Nurhani Izzati binti Mohd Hanifah  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Miss,

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

Attach is the business plan title “**Paws&Claws Cafe**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....  
AMIR NASREEN BIN CHE MOHD DAHAN  
General Manager

## ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

Praise to Allah SWT and to Prophet Muhammad SAW. Thank you for giving us strength to complete this group assignment which is Business Plan for Fundamentals of Entrepreneurship (ENT300). With HIS blessings we have finished our group assignment on time. We also would like to take this chance to thank group members and everyone who also gave cooperation, help and support in finishing our group assignment. Without them, this group assignment will not be done successfully.

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# TABLE OF CONTENTS

LETTER OF SUBMISSION	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3 - 4
EXECUTIVE SUMMARY	5
1 INTRODUCTION	
1.1 Name of Business	6
1.2 Nature of Business	6
1.3 Location of the Business	6
1.4 Date of Business Commencement	6
1.5 Potential of Growth	6
1.6 Factors in Selecting the Proposed Business	6
2 PURPOSE OF PREPARING THE BUSINESS PLAN	7
3 BUSINESS BACKGROUND	8
3.1 Vision and Mission	8
3.2 Organizational Chart	9
3.3 Logo and Motto	10
4 OWNER BACKGROUND	11
4.1 General Manager	11
4.2 Administration Manager	12
4.3 Marketing Manager	13
4.4 Operational Manager	14
4.5 Financial Manager	15
5 ADMINISTRATION PLAN	16
5.1 Introduction (Administration Objectives)	17-18
5.2 Manpower Planning	19
5.3 Schedule of Task and Responsibilities	19-20
5.4 Remuneration	20
5.5 Office Equipment	21-22
5.6 Administration Budget	23
6 MARKETING PLAN	24
6.1 Introduction	25
6.2 Description of Products	26
6.3 Target Market	27-28
6.4 Market Size	29
6.5 Competitors	30
6.6 Market Share	31-39

## **EXECUTIVE SUMMARY**

Paws&Claws Cafe is a cafe that promotes and provides stray cats that have been taken care and guaranteed safe safe to play. This business main activity is cat cafe where on the first floor, customers can play and have fun with cats there but also can enjoy beverages and food provided on the second floor. This business is partnership managed by me with my business partners in making sure this business can run smoothly. Marketing activities performed where the price set are affordable and reasonable. The decoration, foods and beverages produced are also meet the culture and tastes of today's customers. The place chosen is also strategic and has a market that guarantees this business recorded can increase in sales and profits over time to time. Promotions are also conducted to ensure the loyalty of existing customers and to attract new customers. Paws&Claws Cafe ensures that business operation can run smoothly. Business operating hours are also implemented according to factors of times of large customers presence and vice versa. The start-up capital for this business that we have accumulated is RM 56,688.