



FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS STUDIES (BA111)

BA1115E

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BOCCA FELICE CAFÉ

PREPARED FOR:

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PREPARED BY:

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SUBMISSION DATE

19TH February 2021

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LETTER OF SUBMISSION

Diploma in Business Study (BM111)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
27600 Pahang

January 2021

Miss Jolin Norshyme Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Pahang Kampus Raub
27600 Raub Pahang

Madam,

Submission of the Business Plan (ENT 300)

Please find attached the business plan for **Bocca Felice Cafe** to fulfill the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university.

Thank you,

Yours sincerely

.....**FARAH ELIANI**.....

Bocca Felice
General Manager

EXECUTIVE SUMMARY

Bocca Felice Cafe offers a various desserts and beverages, by providing a variety of selections that gives high satisfaction to our customers. Our cafe provides desserts and beverages by following the latest trend, which is an all time favourite to everyone. By following the latest trend, it is an opportunities for us to gain sales, since customers are easily attracted with a "viral" food or beverages. To maintain our productivity, we keep on using high quality foods and beverages ingredients to serve to our customers. By that, we can keep up the same quality and taste to our customers. We will provide the best services to our customers to avoid them from feeling uncomfortable.

Kuantan is an area that many people who have high demand for cafe industry and will follow the trends over the year. Bocca Felice Café is a cosy and an elegant place to eat. Since our cafe is comfortable, it will be the perfect place to drop by to taste some food. For a large group of people, our customers must make table reservation a day before.

Bocca Felice Cafe marketing strategy is to emphasize the quality and price of our products. We offered the affordable price because many people in Kuantan are in middle social class and earn average income. Thus, we develop the marketing strategy that gives attraction to come to our shop with a decent price. We also have planned to build our brand through social media platforms.


In conclusion, based on this business opportunities, we're sure we can serves the great services, besides providing the high quality foods and beverages to be the most leading cafe in Kuantan.

1. Business Background

Table 1.0 Company Background

Name of the Business	Bocca Felice Cafe
Business Address	Ground Floor, No. B40, Lorong, Jalan IM 7/1, Bandar Indera Mahkota, 25200 Kuantan, Pahang
Correspondence Address	Ground Floor, No. B40, Lorong, Jalan IM 7/1, Bandar Indera Mahkota, 25200 Kuantan, Pahang
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Food preparations including western and asian food, desserts and beverages
Date of Commencement	1st January 2022
Date of Registration	1st September 2019
Registration Number	201701047125
Name of Bank	Maybank Berhad
Bank Account Number	

Table 1.2 Logo, Vision, Mission, Objectives and Location

Logo and Motto of the Business	 <p>Motto "Break & Drink"</p>
Vision	To be leading cafe house and selections of drinks and desserts products where everyone will be craving for.
Mission	To serve the high quality food and drinks with excellent services, by providing a pleasant, fair and diverse environment, and experience