



اَبُو سَيِّدِي تَيْكُو لَوِي كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS ADMINISTRATION (BA111)

BA111 5E

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME

FLORISTA 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 Administration (BA111)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
27600 Pahang

19 February 2021

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

Miss,

Submission of the Business Plan (ENT 300)

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

Thank you,

Yours sincerely

MOHD HAFIZ HADI BIN MANSOR
General Manager

EXECUTIVE SUMMARY

Mission

Florista offers the perfect combination between edible flowers with coffee, juices and desserts. Our concept is based on the combination of floral and coffee.

Management

Florista Café is owned by 4 partners who are the general manager, administration and manager, marketing manager, and operation manager. All partners will be taking hands-on management roles in the company. In addition, we also hire 4 barista.

Target Market

Our customers are our priority that we want to ensure the satisfaction of their needs and wants. At Florista Cafe, we offer a range of goods/services which include coffee, juices, and dessert.

Company's Uniqueness/ Competitive Advantage

While there are already many café offers coffee and dessert, our company offers the same but have uniqueness where it contains edible flowers that not many café offers it.

Financial Projections

Based on the size of our market and our defined market area, our sales forecasts for the first year is RM3,000,000 and we expect a increase 15% annual rate of growth in the first 3 years.

Start-up Capital or Project Implementation Costs

We require RM250,944 to finance our first year operations. The partners have contributed a total of RM15,000 together.

1. Business Background

FLORISTA CAFÉ” is the combination name of florista and barista because our restaurants main benchmark is coffee and flowers. The main menu of this restaurants is coffee which specially made by talented barista and the taste of the coffee can only get from our restaurants compared to other restaurants. It is because we provide a unique coffee which its contain edible flower that have full of benefits to our body. Not many people knows that certain flower can be eaten. So, we tried to come out with a new services by providing drinks and foods that contain edible flowers. Besides, we know that people nowadays love to try something new. So, we come out with this menu to help people have a new taste of coffee. The coffee bean that be used to make coffee by high quality bean and skills barista that have experience make a good coffee from experts.

Table 1.0 Company Background

Name of the Business	Florista Cafe
Business Address	Lot 3, 1st level, Emporis Mall, Kota Damansara, 47810, Petaling Jaya, Selangor.
Correspondence Address	Lot 3, 1st level, Emporis Mall, Kota Damansara, 47810, Petaling Jaya, Selangor.
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Cafe
Date of Commencement	1 October 2020
Date of Registration	1 December 2020
Registration Number	009237051-M