



**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN BUSINESS STUDIES (BA111)**

**BA111 5E**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS NAME**

**Summer Café**

**PREPARED FOR:**

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**PREPARED BY:**

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**SUBMISSION DATE:**

**19<sup>th</sup> February 2021**

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# LETTER OF SUBMISSION

Diploma in Business Studies (BA111)  
Faculty of Business Management  
Universiti Teknologi MARA Pahang Kampus Raub  
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)**

Attached the business plan for **Summer Café** to fulfill the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university.

Thank you,

Yours sincerely

*Sufi*

.....  
Fatimatus Sufiah binti Mohd Rafi  
General Manager

## EXECUTIVE SUMMARY

Summer Café provides food service that offers a variety of food and beverage. Coffee drink is the signature menu of the café. Our cafe conceptualized cozy as a theme. Summer Café is owned by 4 partners who are Fatimatus Sufiah as General Manager and administration manager, Nur Aishah as operational manager, Nurul Hanis as marketing manager, and Nur Fatin Shahira as financial manager. All partners will be taking hands-on management roles in the company. In addition, we also hire some staff consisting of 2 chef, 2 waiter and also 1 barista to help us run the business.

Our customer are teenagers and young professionals. At Summer café, we offer a range of services which include quick service and food at a reasonable price. While there are already several business in that area that offer food service same as Summer Café, our company offers a various collection of books in the cafe including newspaper, magazines, fiction and non-fiction books so that customers may read them for free in a comfort and beautiful environment.

Based on the size of our market and our defined market area, our sales forecasts for the first year is RM 857,952 and we expect a 10% annual rate of growth in the first 3 years. The partners have contributed a total of RM 41,967 together.

# **1. Business Background**

## **Nature of Business**

The main activity for this Summer Cafe is food services. Summer Café is a cafe that serves variety of foods and beverages for customer to choose. Coffee beverage is a signature menu in our cafe. As the target market of our business is teenagers and young professionals, we will ensure that our cafe will attract their attention to come to our place to enjoy food and beverage with a relaxed atmosphere. So, our cafe conceptualized cozy as a theme. In addition, to differentiate Summer Café with other cafe is we provide a variety of books in the cafe including newspaper, fiction and non-fiction books that can be read by customer for free. The reason why we choose this kind of business is we believe that some people will prefer to come to a better cafe that gives a chill and more relaxing vibes. Hence, we also offer the customer the price that is very reasonable and affordable so everyone would afford to spend their money for our services.