



FUNDEMENTAL OF ENTRENEURSHIP (ENT 300)

BUSINESS PLAN:

BERSERAH CAFE SDN. BHD.

Prepared By:

NO.	STUDENT ID	NAME
1	2019413252	MUHAMMAD IRFAN BIN NAZARUDDIN
2	2019260792	MUHAMMAD SYAHAMUDDIN BIN MAT BASRI
3	2019807248	MUHAMMAD HILMAN BIN NAZRI
4	2019232514	MUHAMMAD ZHARFAN BIN SARUDIN

Class

EC1104M

Prepared For:

Madam Ilyani Binti Azer

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LETTER OF SUBMISSION

Diploma In Civil Engineering
Faculty of Civil Engineering
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

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Madam Ilyani Binti Azer
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**Berserah Cafe SDN. BHD.**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

MUHAMMAD SYAHAMUDDIN BIN MAT BASRI
General Manager

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim, first of all we would like to thank Allah, the most beneficent and merciful who gave us strength and knowledge to complete the business plan as our assessment on this semester. This assignment is the part of requirement in our course, Fundamentals of Entrepreneurship (ENT 300)

In making this assignment we would like to express our sincere gratitude to our lecturer, Madam Ilyani binti Azer for giving us guideline throughout the process of completing this business plan. We also like to thank Universiti Teknologi Mara (UiTM) Cawangan Pahang Kampus Jengka, for giving us these opportunities to have such a great experience.

Next, we want to express our gratitude to our family for supporting us and keeping us encouraged throughout the process of preparing the business plan. Without their unwavering support, we would not have been able to complete this business plan.

Last but not least, we would like to show my thankfulness to each of the group members for their passion and dedication to completing the business plan as a team and assisting one another throughout the process. Not only in terms of academics, but also in terms of our personalities, we had gone through a lot. We also learned a lot of new things while working on the business strategy, which we aim to put to good use in the future.

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EXECUTIVE SUMMARY

First of all, we want to thank everyone that helped our group to finish this business plan assignment that was assigned to our group members. We have done our very best to finish this assignment alongside gaining a large amount of information about this business plan that could be used for us in the future. The business that we make is a cafe which is named as Berserah Cafe. This cafe is a new loyal cafe in Malaysia that is located at Berserah, Kuantan, Pahang. Since this cafe is a partnership type of business, we created this cafe name based on the cafe location which is Berserah, and we have made a lot of discussions between the members that manage this cafe together.

As for this business cafe, we are providing a quick, healthy, cheap and reasonable price of food that will ease and fulfil the people desire which is through a cool and hipster lifestyle. As we go through changes of the environment, we would modernize the food that is provided by adding some side dishes specially for our beloved customers. Although, we also create a lot of variety food which is the main ingredient for most of our dishes is chicken and beef. Everyone loves chicken and beef but who does not.

As in the organization, we create and restructure back the positions and its roles because it is very important in making a cafe so that it will be organized peacefully and perfectly. The positions are such as the General Manager, Administration Manager, Marketing and Operation Manager, and lastly the Financial Manager.

Our business cafe target market is basically to people that stayed in Pahang, especially to Kuantan people out there who need something that is very easy to get and near to vacation place so that they can take a time to relax their body and mind. Not to forget, we also served healthy, quick, delicious food and cuisine to eat. Everyone from a different level of income can afford this cuisine. Because, we also put a few kinds of people categories from different ages as our target market.

As for us, this business cafe is very important in creating job opportunities for other people as well. We also stated an explanation about our business from the background of the company, operation, marketing, administration until financial of this business.