



FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING

EC110 40

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME:

COFFEE SHOP

PRODUCT NAME:

COCAFE

PREPARED FOR:

MADAM ILYANI BINTI AZER

PREPARED BY:

Muhammad Adib Nasran Bin Azham	2019292986
Mohammad Irfan Hafiz Bin Mahat	2019297412
Muhammad Aiman Zharif Bin Mohd Zamri	2019279994
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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110),
Faculty of Civil Engineering,
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

26th JUNE 2020

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

Madam,

Submission Letter of CoCafe Enterprise Business Plan (ENT 300)

Attach is the business plan title “**CoCafe Enterprise**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

Muhammad Adib Nasran Bin Azham	2019292986
Mohammad Irfan Hafiz Bin Mahat	2019297412
Muhammad Aiman Zharif Bin Mohd Zamri	2019279994
Muhammad Afiq Imran Bin Ishak	2019445154
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Thank you,

Yours sincerely

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Muhammad Adib Nasran Bin Azham
General Manager of CoCafe Enterprise

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EXECUTIVE SUMMARY

Business Model Canvas: CoCafe

Key Partners • Coffee suppliers from various regions • Reliable shipping company • Coffee bloggers and enthusiasts	Key Activities • Unique and high-quality coffee • Good, friendly and informative service • Free wifi • Fast delivery	Value Propositions • Premium coffee from Brazilian coffee beans • Variety of coffee selection from other regions • Weekly offers • Collect stamp for every purchase and get 1 free Premium Coffee for free after collecting 10 stamps	Customer Relationships • Up-close and personal • Conversational • Friendly	Customer Segments • Local communities • Office workers • University's students • Teenagers
	Key Resources • Great management • Café location • Qualified employees • Social media coordinator • Nice interior design		Channels • Coffee blog • Café website • Facebook • Instagram • Flyers	
Cost Structures • Raw materials costs • Equipment's costs • Shop preparation costs • Other costs: Electricity, Water, Gas, etc.			Revenue Streams • Main income is from selling various types of unique coffee that comes from other regions • Sales of coffee powder • Additional income from selling desserts	

ADMINISTRATION PLAN

3. Administration Plan

3.1 Introduction (Administration Objectives)

The administration refers to the group of individuals who are in charge of creating and enforcing rules and regulations or those leadership positions who complete important tasks.

Basically, administration manager will make sure that the organization's activities run smoothly and full with commitment. The main goals for the administration manager is to give a task , to control and motivate the support services or called as staff to make sure that our coffee shop run successfully.

The manager will achieve the goals for administration plan when he or she have a good communication and have a good commitment about the resources that be provide to run the coffee shop.

3.2 Manpower Planning (Arial 12, BOLD)

Table 3.2 List of Personnel (GM + Head and workers of each Department)

Position	No of Personnel
General Manager	1
Barista	1
Cashier	1
Waiter	1
Administration manager	1