



FACULTY OF CIVIL ENGINEERING
DIPLOMA IN CIVIL ENGINEERING (EC110)
EC1104K
FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

ASSIGNMENT 3: JARDÍN CAT CAFE

PREPARED FOR:

MADAM FAIZAN BINTI HJ ABD JABAR

PREPARED BY:

NUR AFIQAH SYAMIMI BINTI DANIAL HAKIM	2019270918
NUR FATEHAH NABILAH RAHMAT	2019231584
NUR BADRINA NABILAH BINTI ZURIZAL	2019401114
NOR AMIERA SHAFIKA BINTI AB HAMID	2019440544

LETTER OF SUBMISSION

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

24 MAY 2021

Madam Faizan Binti Hj Abd Jabar
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Civil Engineering
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “Jardín Cat Cafe” to fulfill the requirements as needed as university requirements.

Details of the partners are as follow:

- | | |
|--|--------------|
| 1. Nur Afiqah Syamimi Binti Danial Hakim | (2019270918) |
| 2. Nur Fatehah Nabilah Rahmat | (2019231584) |
| 3. Nur Badrina Nabilah Binti Zurizal | (2019401114) |
| 4. Nor Amiera Shafika Binti Ab Hamid | (2019440544) |

Thank you,

Yours sincerely,

Nur Fatehah Nabilah Rahmat
General Manager
Jardín Cat Cafe

ACKNOWLEDGEMENT

All glory to Allah for the completion of this business. We thank God for all of the obstacles and strength He has showered upon us in order for us to finish this business plan as part of our final semester evaluation.

First and foremost, we want to express our heartfelt thanks to Madam Faizan, our lecturer, for her patience, guidance, and helpful suggestions during the process of writing this business plan. It has been a wonderful honour to have her as a lecturer for us.

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

Last but not least, we want to express our gratitude to each of the group members for the passion and effort to complete the business plan as a team and assisting one another throughout the process. Not just in terms of academics, but also in terms of our personalities, we had gone through a lot. We also learnt a lot of new things while working on the business strategy, which we intend to put to good use in the future.

TABLE OF CONTENT

EXECUTIVE SUMMARY	6
1. Business Background	8
1.1 Vision and Mission	8
1.2 Organizational Chart (GM + Head of Department)	9
1.3 Logo and Motto	9
2. Owner Background	11
2.1 General Manager	11
2.2 Administration Manager	12
2.3 Marketing Manager	13
2.4 Operation Manager	14
2.5 Financial Manager	15
3. Administration Plan	16
3.1 Introduction (Administration Objectives)	16
3.2 Manpower Planning	16
3.3 Schedule of Task and Responsibilities	16
3.4 Schedule of Remuneration	18
3.5 Office Furniture, Fitting and Office Supplies	18
3.6 Administration Budget	20
4. Marketing Plan	21
4.1 Introduction (Marketing Objectives)	21
4.2 Description of products	21
4.3 Target market	21
4.4 Market size	22
4.5 Competitors	23
4.6 Market Share	24
5. Operational Plan	31
5.1 Introduction (Operational Objectives)	31
5.2 Process Planning for Manufacturing	32
5.3 Operations Layout	34
5.4 Production Planning	35
5.4.1 Sales forecast per month	35
5.5 Material Planning	35
5.5.1 Material Requirement Planning	35
5.6 Overhead requirement	39

EXECUTIVE SUMMARY

Jardin Cat Café which is in Taman Tun Dr Ismail, Kuala Lumpur is a business that provides a safe, haven for cats as well as pleasant environment for owners and customers to mate their cats. As a new established company, we wanted to create a new kind of cat cafe to the cat's lover who wanted their cat to be mate and solve their problem. The main attraction of the cat cafe is the customers could play with our cats while waiting for the mating cat service is done.

The client that we target is a customer who owns a cat and cat's lover who wanted their cat to be mate. It could be from different kind of ages which is adult, teenagers and kids and it could be a family too who owns a cat as their pet. We also target a customer who wanted to experience different kind of breed. Our cat cafe also owns a cat which is Maine Coon, Persian, Munchkin and British Shorthair.

Purradise Cat Cafe, Kopicat Cafe and Big Tree Cafe have given an advantage to our Jardin Cat Cafe business for customers to come to our cat cafe. This is because Purradise Cat Cafe and Kopicat Cafe is a popular cat cafe that have a lot of convenient toys that cats could play and owns a lot of cats while the Big Tree Cafe is a popular cafe that have an attraction to other people since it has a nice place to take photo. These cafes could attract more customers to come at our cafe to experience different kind of cat cafe.

Jardin Cat Cafe marketing strategy apply 4Ps strategy which is product, price, place and promotion to get financial gain. We offer an affordable price, a unique kind of service which is mating cats, and it place in strategic place. We also offer goodies to customer who came to our opening ceremony.

Our cat cafe management consist of five managers which is General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager and each of us is Nur Fatehah Nabilah, Nur Badrina Nabilah, Nor Amiera Shafika, Nur Afiqah Syamimi and Mira Filzah. Each of the managers have an experience in handling each of their departments.