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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (EC110)

EC1104J

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

RAWH ENTERPRISE SDN BHD

FLOWER DIET CAFE

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LETTER OF SUBMISSION

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20 JUNE 2021

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26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**RAWH ENTERPRISE – FLOWER DIET CAFE**”
to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

AFRINA

.....

AFRINA BATRISSYA BINTI NARZALI
General Manager

ACKNOWLEDGEMENT

We would like to thank our beloved lecturer, Dr. Nor Hidayatun Binti Abdul Razak, for giving us this golden opportunity to build a business plan. It is a wonderful experience for us because we are all an engineering's students, so we never thought even a slightest chance for us to learn about building a business plan like this. There are so many new knowledge that we have collected by doing this assignment, especially knowledge about how to construct a business plan.

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EXECUTIVE SUMMARY

Flower Diet Cafe, a partnership business consisting of four members who also occupy the positions of general manager, administrative manager, marketing manager, operation manager, and financial manager, will be introduced in this business plan. This business plan will go over the history of our company as well as the plans that each management has put together to show that our company is viable now and in the future.

Flower Diet Cafe is a cafe that specializes in desserts and healthy food. Our cafe is located at Lorong TARBP 6, Tun Abdul Razak Business Park, 26400 Bandar Tun Razak, Pahang, at the corner lot. Our main goal is to provide a place that can make it easier for citizens to do some discussion in a place with a cool environment and can enjoy the dessert with healthy portion. Consumers are increasingly interested in the café industry since they enjoy hanging out there. As a result, we decided to open a café that serves a variety of delectable sweets to our target market, with the tagline ***“We make the mornings better, We make the nights longer”***.

The goal of developing this business plan is to apply for a bank loan, which will be used to cover any expenses incurred in establishing