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TEKNOLOGI
MARA

SCHOOL OF CIVIL ENGINEERING

DIPLOMA CIVIL ENGINEERING (EC110)

EC1104I

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

The Caffèine

Mix Deja Brew instant coffee

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LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**THE CAFFEINE – MIX DEJA BREW INSTANT COFFEE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

NORFAEZ IMRAN BIN NORAIMY
General Manager

ACKNOWLEDGEMENT

First and foremost, praises and thanks to the Allah SWT for His showers of blessings throughout our business report to complete it successfully.

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EXECUTIVE SUMMARY

The Caffeine is a company focused on coffee production that will soon become one of the companies responsible for supplying caffeinated beverages in Malaysia. The Caffeine is located in Petaling Jaya, Selangor. We have brought happiness to our customers through delicious, quality beverages and an exceptional company experience while working towards the betterment of our employees, community and environment. We have taken it a step further to show that we only give the best to our customers. Currently, we are proud to be accredited by the International Organization for Standardization (ISO) and HALAL.

The company has one business partner and is assisted by four experienced employees and staff. The Caffeine is a brand that values honesty that brings reliability, offering quality products made from natural coffee. The effort spent gives a culture to enjoy coffee. This product is a premium beverage brand made in Malaysia. We sell bottled coffee so customers can take it wherever they go and drink it without having to brew it first. We always aim to make high quality drinks.

We have seven types of flavours namely mix Deja brew black coffee, mix Deja brew americano, mix Deja brew latte, mix Deja brew mocha, mix Deja brew cappuccino, mix Deja brew machiatto and mix Deja brew flat white. The beverage of coffee is consumed by people all over the world, and the price is lower than other coffee drinks. Customers with low and medium incomes can afford it.