

PRINCIPLE OF ENTREPRENEURSHIP

ENT 530

SWEET SISTER

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The business that we run this can provide a healthy rival with other friends we can solve many problems. The competition with other groups can improve our quality of our business. Therefore, retirement in business can improve the quality of our business. Doing this business can benefit us and we can also learn how to do business. Our members group also collaborate with each other. We work hard to do this business. Besides that, We also have excellent management team and have quality employees.

The success and final outcome of this project required a lot of guidance and assistance from many people and we are extremely privileged to have got this all about the completion of our project. All that we done is only due to such supervision and assistance and we would not forget to thank them.

## EXECUTIVE SUMMARY

### 1.1 BUSINESS BACKGROUND

Sweet Sister Company already distributed the cafe boutique from the share of all members. This cafe would give peace and more relaxing to customer to enjoy their drink or meal. The cafe would be look as feminine's style but it is also welcoming the male customer. The colour of the wall's cafe also can give a peace mind with the combination colour itself. The decoration also look stunning and well managed just to get enough space. Our company are welcoming for everybody to visit the cafe but our company already pointed the target which adult women and teenager both gender.

We want to operate the business for a long-term, then it is very important for us to indentify the target market for the company as soon as possible. It is very difficult to go ahead and take steps in connecting and build relationships with the potential customer because it have to clear and full understanding of who is going to be interested to buy the product that the company offering. When the company indentify the fundamental characteristics of the target market then start indentifying the different ways whereby the company can meet the specific needs and want, then the process of creating a customer base become and easier task to handle. We tent to use media social to promote our product to all customer because we believe is the best platform to market our product. As our product is to target more on adult women, teenager, university student.

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## 1.0 COMPANY PROFILE

### 1.1 BUSINESS BACKGROUND



Our company required to form a new business firm in any industries. Our company name is Sweet Sister company. We choose this name and logo because would be look as feminine's style. The colour of the wall's cafe also can give a peace mind with the combination colour itself. Our company is a partnership company comprising five people Saria Anizah Binti Sapaatul, Donna Deas Anna Alfred, Nurul Nabilah Anatasa Bt Khan, Asmah Binti Alias, and Mona Binti Abdul Momin. Sweet Sister Company already distributed the cafe boutique from the share of all members. This company started since 5<sup>th</sup> May 2016. It was located Taman Perindustrian Kota Kinabalu, Sabah.

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## 2.0 ENVIRONMENTAL INDUSTRY ANALYSIS

Sweet Sister company was set up by fresh graduates from business studies background. Therefore, we believe that we will success in this industry in a long-term

Expected. In the market, the cafe boutique have the high demand from the adult women, we pointed them because same as our company's theme is to be feminine. Student also our target market because our company will provide a free Wi-Fi at the cafe. While they surf the internet, they will seat for long time and require them to buy anything from cafe. Meanwhile, they will order for several times for different section. This would happen to university's student where they have to surf internet to do the assignment and have to stay long after everything is being complete. From friend to friend, their friend will be also join together to visit the cafe. They also can talk about our product to another friend also and their family. From there, our company can get even more well-known to the citizen. There are many reason why we choose this two group. It is because they have a lot of friend, where the information of our cafe will be spread to other. They also can talk about our product and the services that we offer. The good service that we offer the more good news will be spread too. Sweet Sister believe that demand toward our product will keep increase as time goes by.

As a cafe boutique, we need to aware with current taste and trend. We need to always make an observation toward what people wants. Customer purchasing power could change weather increase or decrease gradually. The improving customer lifestyle, rapid urbanization, and high disposable income can increasing demand for foods, therefore fuelling the ready to eat food market growth. Changing food consumption behaviour among customer, increased willingness to spend on such food and the lack of time to cook at home are a result of the rapid urbanization.

Business market growth can be affected by several indicator including first the demographics as its will describe on how will the composition of our market change and what opportunities or hurdles will this create. Second is the current and projected economic conditions because it will see how will see inflation, employment, taxes, and other economic factors effect supply, demand, and pricing. Third are the size, growth potential, and prosperity of the market because from this measurement, it can expect will the size of our market continue to support current business or allow the opportunity for business growth. The next factor is market potential because we could detect strengths and weakness of major competitors. The fifth factor is the market share, because from it we could see easily what percentage of current