



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT

**ENT300 GROUP ASSIGNMENT
BREWING PAGES**

PREPARED BY

GROUP MEMBERS

NO	NAME	STUDENT ID
1	CHRISTY ELSIE BINTI CHRISTOPHER	2024423636
2	CHRISTY LIN LEE LEI	2024421714
3	MOHAMAD ASYROF ADIB BIN ASANG	2024247276
4	MOHAMMAD HAFEEZUR HAKEEM BIN HERMAN	2024228678
5	SITI HAJAR BINTI MOHAMED DAUD	2023148049

**PREPARED FOR
DR DAYANG NOR KAMISAH**

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EXECUTIVE SUMMARY

Brewing Pages is a partnership business that combines a cafe and a bookstore in one comfortable place. Our cafe offers customers a relaxing environment where they can enjoy quality coffee, tea, pastries, cakes, and light meals while reading books, studying, working, or spending time with family and friends. The business will be located at 1 Borneo Hypermall, Kota Kinabalu, Sabah, and is planned to begin operating on 1 February 2027. We chose this location because it is close to universities, residential areas, offices, and tourist attractions, making it easy for customers to visit.

The main goal of Brewing Pages is to provide a peaceful and friendly place where customers can enjoy good food and drinks while reading or working. Unlike a normal cafe, Brewing Pages also provides a wide selection of books, free Wi-Fi, comfortable seating, and charging points for students and remote workers. We also plan to organize activities such as book clubs, author sharing sessions, and creative workshops to build a strong community and encourage a reading culture. These features make our cafe different from many other cafes in Kota Kinabalu.

Our target customers are university students, office workers, local residents, tourists, and anyone who enjoys coffee and books. We believe there is a growing demand for a quiet and comfortable place where people can relax, study, or meet with friends. To attract customers, we will use social media platforms such as Instagram and TikTok, distribute promotional materials, offer loyalty cards, and provide affordable combo sets and special discounts. These marketing strategies will help us build brand awareness and encourage repeat customers.

Brewing Pages will be managed by five partners, with each person responsible for administration, marketing, operations, finance, and supervision. Our team has the knowledge and skills needed to manage the business effectively. We will focus on providing excellent customer service, maintaining high-quality products, following standard operating procedures, and ensuring the cafe is always clean, safe, and welcoming. We believe that customer satisfaction is the key to building a successful and long-lasting business.

Based on our market research and financial planning, Brewing Pages has strong potential to achieve steady sales and long-term business growth. Our cafe offers a unique concept that combines quality food and beverages with a comfortable reading environment, making it attractive to a wide range of customers. With a strategic location, effective marketing, experienced management, and a focus on customer satisfaction, we are confident that Brewing Pages can become one of the preferred book cafes in Kota Kinabalu. We also hope to contribute to the local community by creating job opportunities, supporting reading habits, and providing a welcoming place for people to learn, work, and relax.

INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

i	Name of the business	Brewing Pages
ii	Nature of business	Partnership
iii	Industry profile	Brewing pages is a cafe that combines services with a comfortable environment for students, workers and book lovers. We offer high quality food and beverages, providing access to books, quiet reading spaces and areas for studying, working or relaxing.
iv	Business Location	1 Borneo Hypermall Kota Kinabalu Sabah
v	Date of commencement	1st February 2027
vi	Factors in selecting the proposed business	a. Community Engagement Opportunities b. Limited competition
vii	Future prospects of the business	a. Expansion opportunities b. Strong brand growth

1.2 Purpose of business plan

1. To Analyze and Evaluate the Viability of a Proposed Venture

This business plan assesses whether the proposed book café is practical, sustainable, and financially feasible. It evaluates key aspects such as market demand, target customers, competitors, operational requirements, marketing strategies, and financial projections. By identifying potential opportunities and risks, the analysis helps determine whether the business can achieve long-term profitability and growth.

2. To Convince Relevant Parties of the Investment Potential of the Project

The business plan is designed to demonstrate that the proposed book café has strong growth and profit potential. It presents clear business objectives, market opportunities, competitive advantages, and realistic financial forecasts to build confidence among investors, banks, business partners, and other stakeholders. A well-prepared business plan increases the likelihood of securing funding, attracting strategic partnerships, and gaining support for the successful implementation of the project.

2.0 ADMINISTRATIVE PLAN

2.1 BUSINESS MISSION, VISION AND OBJECTIVES

2.1.1 Vision

We want to create a book café that's known as a go-to spot for customers, especially students to read, study, work, and enjoy quality food and drinks in a comfortable, creative and friendly atmosphere.

2.1.2 Mission

- Running a business professionally by prioritizing quality, comfort and customer satisfaction.
- Creating a comfortable and calm environment for reading, studying and working.
- Providing friendly, professional and efficient customer service to ensure customer satisfaction.

2.1.3 Objectives

1. To provide a comfortable and relaxing environment where customers can enjoy quality coffee, food and reading materials.
2. To deliver high quality food, beverages and customer service that ensures customer satisfaction and encourages repeat visits.
3. To achieve sustainable business growth and profitability through effective management, innovative marketing and continuous improvement of products and services.