



اَوْبُو رَسِيْقِي تَتَكْنُو لَوِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA (UiTM)
CAWANGAN SABAH KAMPUS KOTA KINABALU

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)
BUSINESS PLAN



SUGARCLOUD CAFÉ

GROUP: ENT300AG10

PREPARED BY:

NO.	NAME	STUDENT ID
1	ALYAA BINTI JABIR	2023642024
2	MOHAMAD IZZUDDIN IZZI BIN THADDIUS	2023665182
3	NOR AZWAH BINTI MOGUNSIL	2023893336
4	NUR NASSAHEL SYAHFIRA BINTI HASSAN	2023826582
5	NURHIDAYAH BINTI JAIDI	2023811656

PREPARED FOR:

DR. JACQUELINE KOH SIEW LEN BINTI STEPHEN

ACKNOWLEDGEMENT

By the Name of Allah, the most generous, the most merciful, we would like to start by giving our utmost thanks to all the blessings and guidance which have been granted to us during the performance of this assignment.

Firstly, we would like to warmly express our gratitude to our lecturer of such a subject as Fundamental of Entrepreneurship (ENT300), Dr. Jacqueline Koh Siew Len Binti Stephen, who has been of invaluable help and guidance to us. In this work, you have been of great help through your positive feedback, support, and wisdom. The infection of your patience and the effort that you put into assisting us in polishing our ideas have been a great contributor to the successful completion of this assignment.

Our families have also given us unbending support, understanding and encouragement which we owe to them very dearly. You have been a strong force in your patience and faith in us and in those difficult times. We are indeed very glad to have you with us and your prayers have been keeping us highly motivated to continue moving on.

A very special thank you to members of our group whose dedication, efforts and teamwork have been the main pillars to the success of this assignment. This has been a very enriching experience due to the commitment and effort that every member has put in it. I have been honoured to collaborate with such a hardworking and talented group of people. It is the varying thoughts, capabilities and insights that we individually contributed to the table that have enabled this project to be a success. We feel proud of what we have achieved as a team and this is a product of the strength of teamwork and common objectives.

Without them all, this assignment would not have been possible and would not have achieved the same outcome. We are more than grateful to the input that every individual has made to make this project come to pass, and we hope that all our future projects will be equally successful.

TABLE OF CONTENTS

NO.	CONTENT	PAGE
1	SUBMISSION LETTER	2
2	ACKNOWLEDGEMENT	3
3	EXECUTIVE SUMMARY	6
4	CHAPTER 1: INTRODUCTION 1.1. INTRODUCTION TO THE BUSINESS 1.2. PURPOSES OF BUSINESS PLAN 1.3. BUSINESS BACKGROUND 1.4. PARTNER BACKGROUND 1.5. BUSINESS LOCATION	7
5	CHAPTER 2: ADMINISTRATION PLAN 2.1. INTRODUCTION TO THE ORGANIZATION 2.2. ORGANIZATIONAL STRUCTURE 2.3. ADMINISTRATIVE MANPOWER PLANNING 2.4. SCHEDULE OF TASKS AND RESPONSIBILITIES 2.5. SCHEDULE OF REMUNERATION 2.6. COMPENSATION AND BENEFITS 2.7. LIST OF OFFICE FURNITURE AND FITTINGS 2.8. LIST OF OFFICE EQUIPMENT 2.9. LIST OF OFFICE SUPPLIES 2.10. UTILITIES 2.11. ADMINISTRATIVE BUDGET	18
6	CHAPTER 3: MARKETING PLAN 3.1. INTRODUCTION OF MARKETING 3.2. INTRODUCTION TO PRODUCT SERVICE 3.3. TARGET MARKET 3.4. MARKET SIZE 3.5. COMPETITORS 3.6. MARKET SHARE 3.7. SALE FORECAST 3.8. MARKETING STRATEGY 3.9. MARKETING PERSONNEL 3.10. SCHEDULE OF TASKS AND RESPONSIBILITIES 3.11. MARKETING BUDGET	28

7	CHAPTER 4: OPERATIONAL PLAN 4.1. OPERATIONAL PLAN 4.2. OBJECTIVES 4.3. OPERATIONAL PROCESS 4.4. OPERATIONAL LAYOUT 4.5. PRODUCTION OF PLANNING 4.6. MATERIAL PLANNING 4.7. MACHINE AND EQUIPMENT PLANNING 4.8. LICENCE, PERMITS AND REGULATIONS 4.9. OPERATIONS OVERHEAD 4.10. OPERATION BUDGET 4.11. IMPLEMENTATION SCHEDULE	43
8	CHAPTER 5: FINANCIAL PLAN 5.1 ADMINISTRATION BUDGET 5.2 MARKETING BUDGET 5.3 OPERATION BUDGET 5.6 PROJECT IMPLEMENTATION COST & SOURCES OF FINANCING 5.7 DEPRECIATION SCHEDULES 5.8 LOAN & HIRE-PURCHASE AMORTIZATION SCHEDULES 5.9 PRO-FORMA CASH FLOW 5.10 PRO-FORMA INCOME STATEMENT 5.11 PRO-FORMA BALANCE SHEET 5.12 FINANCIAL RATIO ANALYSIS	60
9	CONCLUSION	71
10	APPENDICES	73

EXECUTIVE SUMMARY

Sugarcloud Cafe is a cafe located in a new cafe called in Jesselton Quay, Kota Kinabalu. We are a restaurant that provides numerous beverages in a casual atmosphere. We have Butter Croissants, Chocolate Croissants, Soft Brownies, and lattes in our menu.

The cafe will also be operated by a team that incorporates a general manager, an administration manager, marketing manager, operations manager and a finance manager. There will also be baristas, a chef and service personnel. We plan to provide good food and good service such that people will make a desire to come back.

We open between 10 a.m. and 10 p.m. during the weekdays and between 10 a.m. and 11 p.m. on weekends. By controlling the basic services such as water, electricity, and the internet we will ensure that nothing goes wrong. This proposal will demonstrate how we intend to start and run Sugarcloud Cafe and make it a successful and sustainable business that our community will love.

