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TABLE OF CONTENT

EXECUTIVE SUMMARY.....	3
1.0 INTRODUCTION.....	4-5
2.0 PARTNER BACKGROUD	6-10
3.0 ORGANIZATIONAL PLAN	11
3.1 INTRODUCTION TO ORGANIZATIONAL PLAN.....	11
3.1.1 VISION	11
3.1.2 MISSION	11
3.1.3 OBJECTIVE	11
3.1.4 LOGO AND DESCRIPTION	12
3.2 ORGANIZATIONAL STRUCTURE	12
3.3 ADMINISTRATIVE MANPOWER PLANNING	13
3.4 SCHEDULE OF TASKS AND RESPONSIBILITIES.....	14
3.5 SCHEDULE OF REMUNERATION	15
3.6 COMPENSATION AND BENEFITS	16
3.7 LIST OF OFFICE FURNITURE AND FITTINGS.....	17
3.8 LIST OF OFFICE EQUIPMENT	18
3.9 LIST OF UTILITIES	18
3.10 ADMINISTRATIVE BUDGET	19
4.0 MARKETING PLAN	20
4.1 INTRODUCTION TO MARKETING	20
4.1.1 MARKETING OBJECTIVE	20
4.2 INTRODUCTION TO SERVICE.....	21-24
4.2.1 MARKET AREA AND BUSINESS LOCATION.....	25
4.2.2 COLLECT INFORMATION & DATA OF CUSTOMER.....	26
4.2.3 SEGMENTING THE MARKET	26
4.3 TARGET MARKET	27
4.4 MARKET SIZE	27-28
4.5 COMPETITORS.....	29-30
4.5.1 ANALYSIS OF COMPETITORS	31
4.5.2 ANALYSIS OF “CHUBBY CHEEKS CAFE” OPPORTUNITIES AND THREATS	32
4.6 MARKET SHARE.....	33
4.6.1 MARKET SHARE AFTER ENTRY OF CHUBBY CHEEKS CAFÉ	33
4.7 SALES FORECAST	34-35
4.8 MARKETING STRATEGY	36
4.8.1 SERVICE STRATEGY	36
4.8.2 PRICE STRATEGY.....	36
4.8.3 DISTRIBUTION STRATEGY	36
4.8.4 PROMOTION STRATEGY	36-37
4.9 MARKETING PERSONEL	38

4.10 SCHEDULE OF TASKS AND RESPONSIBILITIES.....	38
4.11 SCHEDULE OF REMUNERATION	39
4.12 MARKETING BUDGET	39
5.0 OPERATIONAL PLAN	40
5.1 OBJECTIVES	40
5.2 OPERATIONAL PROCESS.....	41-43
5.2.1 ACTIVITY CHART	41-43
5.2.2 PROCESS CHART	44
5.2.3 FLOW CHART	45
5.3 OPERATIONAL LAYOUT	46
5.4 PRODUCTION PLANNING	47
5.4.1 SCHEDULE OF TASKS AND RESPONSIBILITIES.....	47
5.4.2 SCHEDULE OF REMUNERATION	47-48
5.4.3 SCHEDULE OF RENUMERATION	49
5.5 MATERIAL AND SUPPLIES PLANNING.....	50
5.6 EQUIPMENT PLANNING	51
5.7 BUSINESS AND OPERATION HOUR.....	52
5.8 LICENSE, PERMIT AND REGULATION.....	53
5.9 OPERATION OVERHEAD	
5.10 OPERATION BUDGET	54
5.11 IMPLEMENTATION SCHEDULE.....	54
6.0 FINANCIAL PLAN	56
6.1 ADMINISTRATIVE BUDGET.....	57
6.2 MARKETING BUDGET	58
6.3 OPERATIONS BUDGET.....	59-63
6.4 PROJECT IMPLEMENTATION AND SOURCES OF FINANCE.....	64-66
6.5 PRO-FORMA CASH FLOW STATEMENT	67
6.6 PRO-FORMA INCOME STATEMENT.....	68
6.7 PRO-FORMA BALANCE SHEET	69
6.8 FINANCIAL RATIO ANALYSIS	70
6.9 GRAPH FOR RATIO ANALYSIS	71
7.0 CONCLUSION	72
8.0 PREFERENCES	73
9.0 APPENDICES	74-75

EXECUTIVE SUMMARY

Chubby Cheeks Cafe is a two storey cafe located at Jesselton Quay, Kota Kinabalu, offering a unique combination of food and beverage services, private rooms and a hamster viewing experience. The cafe is designed to provide a comfortable, cozy and interactive environment for customers such as students, working adults, families and tourists.

The ground floor of the cafe features a service counter, dining area and two private rooms that can be rented for meetings, discussions or study sessions. The upper floor is dedicated to a hamster zone, where customers can enjoy viewing hamsters in a safe and hygienic glass enclosure while relaxing in a calm atmosphere.

Chubby Cheeks Cafe aims to stand out by combining a modern cafe concept with a unique animal themed experience. This concept not only attracts customers seeking good food and drinks but also those looking for a relaxing and enjoyable space. The cafe also provides an additional income stream through private room rentals and themed experiences.

Located in the strategic area of Jesselton Quay, the cafe benefits from high foot traffic, strong tourist presence and easy accessibility. With a focus on quality service, customer comfort and a welcoming environment, Chubby Cheeks Cafe aims to become a popular lifestyle cafe and expand to more branches in Kota Kinabalu in the future.

3.0 ORGANIZATIONAL PLAN

3.1 INTRODUCTION TO ORGANIZATIONAL PLAN

3.1.1 Vision

- To be Kota Kinabalu's favourite café where people can enjoy delicious food and drinks while interacting safely with hamsters in a cozy and welcoming environment.

3.1.2 Mission

- To provide a safe and hygienic environment for both customers and hamsters.
- To offer high quality food, beverages and a relaxing space for studying or meetings.

3.1.3 Objective

- Establish Chubby Cheeks Cafe as a well known cafe in Jesselton Quay within the first year.
- Achieve consistent monthly growth in customer visits and revenue.
- Maintain high standards of hygiene, safety and customer service.
- Expand to additional branches in Kota Kinabalu within 3-5 years.
- Build a loyal customer base that appreciates both the cafe and the hamster experience.