



اَوْبُو سَيْتِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDEMENTALS OF ENTREPRENEURSHIP**  
**FACULTY OF ARCHITECHTURE, PLANNING AND SURVEYING**  
**DIPLOMA IN ESTATE MANAGEMENT**

**INDIVIDUAL ASSIGNMENT FOLDER**

**Course Code** : ENT300 (AAP1154F)  
**Course Name** : ENTREPRENEURSHIP  
**Name of lecturer** : PUAN SALINA BINTI NORANEE

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<b>Due Date of Assignment:</b> 10 July 2020	<b>Submission Date:</b> 10 July 2020

**DECLARATION:** I declare there is no part of this assignment has been copied from other person's work except where due acknowledgment is made in the text, and no part of this assignment has been written for me by any other person except where such collaboration has been authorized by the lecturer concerned.

Date: 10 July 2020

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## TABLE OF CONTENT

<b>CONTENT</b>	<b>PAGE</b>
<b>Acknowledgement</b>	i
<b>Executive Summary</b>	ii
<b>1.0 Business Description</b> 1.1 Company Background 1.2 Organization Logo/Motto	1
<b>2.0 Owner Description</b>	3
<b>3.0 Product Description</b>	4
<b>4.0 Administrative Plan</b> 4.1 Organization Chart 4.2 Manpower Planning 4.3 Schedule of Tasks and Responsibilities 4.4 Schedule of Remuneration 4.5 List of Office Equipment 4.6 Organizational/ Administrative Budget	9
<b>5.0 Marketing Plan</b> 5.1 Customers (Target Market) 5.2 Sales Forecast 5.3 Marketing Strategies 5.4 Marketing Budget	14
<b>6.0 Operational Plan</b> 6.1 Material Requirements 6.2 Machine and Equipment 6.3 Operation Budget	16
<b>7.0 Financial Plan</b> 7.1 Menu 7.2 Capital Expenditure 7.3 Pre-Operating and Working Capital Projections 7.4 Sales and Purchases Projections 7.5 Project Implementation Cost 7.6 Sources of Project Financing	19

## **ACKNOWLEDGEMENT**

First of all, I want to thank and be grateful to Allah SWT because I have completed my Business Plan. I also lucky for His showers of blessing throughout my task.

Then, I would like to express my sincere gratitude to my lecturer, Puan Salina for the continuous support and for all her efforts during this assignment. She also guide me on to finish the task from A to Z.

To my beloved parents, who always support me, give a lot of courage and spur me to do the task effectively. They always helping me escape from all this stress.

Our appreciation also goes extends to my friends, especially my classmates. Their help are valuable for me to finish this task.

## **EXECUTIVE SUMMARY**

Sip N Bite cafe is determined to become a daily necessity for coffee addicts. It is also a place where we will provide a friendly, comfortable atmosphere where the customer can receive quality food and service with affordable price. We also will offer a variety of choices of coffee. What distinguishes our cafe is its diversity traditional snacks that we provided. Customers can try to escape all the stresses and meet your friends or do your work, in all one. For the convenience of our customers, we provide some laptops or you can bring your own.

The kind of customer that we can sell our product or our product target are those business type person and students. They can be found typing on their laptop in an effort to complete their job and assignment. Another group would be those teenagers and socializer. Besides, the coffee lover is looking for particular tastes of coffee. If they love it, they won't hesitate in promoting our cafe to all their circles.

Sip N Bite will be operated as a Sole Proprietorship. Overall management will be the responsibility of the owner. There will be General Manager, Finance Manager and Operation Manager. Under operation will be barista, cashier, pantry worker, waiter and wash disher.

For administrative or organizational expenditure will be cost around RM40,380 while marketing plan will be around RM7,150. In operation budget, including machines, equipment, raw materials and overhead expenses, we need RM12,850 excluding the sponsors to survive the business operation. Our profit will be estimated at RM475,000 in 2020. While our profitability in 2021 and 2022 is estimated to be RM489,110 and RM493,906.

## 1.0 BUSINESS DESCRIPTION

Established in 2019, Sip N Bite is a perfect spot to relax and unwind with a cup of aromatic coffee and grab a quick bite shop located in the city of Kuala Lumpur. It is also a best place for chitter-chatter and group discussion sessions.

There are several factors in selecting this proposed business. Firstly, Kuala Lumpur and its surrounding urban areas form the most economically, the fastest growing region in Malaysia. Hence, making it the perfect location to grow business strategically. Besides, we offer numerous coffee and traditional snacks with a rich, delicious flavour and consistently high quality. The next one is, we have different and unique concept of café. We serve traditional snacks and we provide conveniences for discussions that are mostly not available in any café.

### 1.1 Background Company

<b>Name of the Organization</b>	Sip N Bite
<b>Business Address</b>	No 29-1 , Jalan Prima Setapak 5, Jalan Prima Setapak, Pusat Perniagaan, 53300 Kuala Lumpur, Federal Territory of Kuala Lumpur
<b>Website</b>	sipnbite.com.my
<b>E-mail</b>	sipnbiteofficial@gmail.com
<b>Telephone Number</b>	+03-3235997
<b>Form of Business</b>	Sole Proprietorship
<b>Main Activity</b>	Cafe
<b>Date of Commencement</b>	January 2019
<b>Date of Registration</b>	November 2018
<b>Name of Bank</b>	Maybank
<b>Bank Account Number</b>	158016147323