



اوتنور سنيق تيكنولوغي مبارا
UNIVERSITI
TEKNOLOGI
MARA



“BORNEO MANGA CAFE”

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For

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EXECUTIVE SUMMARY

“EVERY SPACE IS MEANINGFUL, YOUR PRIORITY IS OUR DESIRE” is Borneo Manga café’s tagline. Borneo Manga Café (BMC) is service type of business founded as of 17th December 2016 to be **ONE** of the leading BUMIPUTRA conceptual cafe management in Malaysia and in the region also providing efficient and effective services to our customers. Despite many conceptual café in Malaysia, ours inspired by the Manga or Anime a Japanese animation characters and stories.

Borneo Manga Café provides latest Manga for the “otaku” or anime lover and others to read for free while enjoying our delicious signature dishes and beverages which is “Poprasik” and mocktails with affordable low prices and more importantly served *halal*. Other than that, we also entertain them with karaoke and busking on weekend’s night which is on Sunday, 8pm – 11pm and Saturday 8pm – 11pm respectively. Borneo Manga Café expected that in the future this café will be one of Kota Kinabalu main attraction to tourists and local citizen and will be visited often because we plan to celebrate Malaysian’s festive seasons with mixed theme concept of anime.

Our target market includes tourist and teenagers. The total addressable market is RM 4, 800,000. Borneo Manga café is pre-revenue but is gaining meaningful traction with customer. Based on this plan, Borneo Manga Café projects that it will be able to capture at least 46% of this market over the next 2 years.

Our competition comprised of Nunpat, Hardrock café, and Starbucks. Borneo Manga Café competitive advantages lies in it freshness, uniqueness of the concept and much more cheaper prices of products.

 INTRODUCTION



Business's Name	Borneo Manga Café
Business Address	Borneo Manga Café, G 33, Oceanus Waterfront Mall, Jalan Tun Fuad Stephen, 88000 Kota Kinabalu, Sabah, Malaysia
Email	borneomangacafe@gmail.com
Telephone Number	088 - 5547831
Form of Business	PARTNERSHIP
Main Activity	PROVIDING FOOD AND BEVERAGE (SERVICE)
Date of Commencement	IN PROGRESS
Date of Registration	IN PROGRESS
Registration Number	IN PROGRESS
Name of Bank	CIMB BANK
Bank Account Number	IN PROGRESS



PURPOSE OF BUSINESS PLAN

The purpose of our business plan is as follows:

1. To obtain working capital from financial institution to finance our business.

A good and properly plan business plan will easily enable us to get a loan from a financial institution. This is because the financial institution will trust and have good faith in the business that it will bring in profit in due time after operation of the business has commence. Besides that, the possibility of our business to be able to pay back the loan is also encouraging therefore this will clear up any doubts and therefore they will be willingly give us the loan.

2. To serve as the guideline for managing the business for the propose business venture.

The business plan consists of carefully planned strategies, rules and regulations. Thus, it becomes our comprehensive guideline in our daily operation. By acting as the guideline, it can avoid the confusion that may occur during work and serve as a clear direction to achieve our organizational goals, mission and vision of our business.

3. To maximize profit and avoid unnecessary wastage.

In the business plan, there will be resources that will be used to operate our business. With the business plan serving as the guide, we will be able to allocate the limited resources that we have effectively so that we can avoid unnecessary wastage thus ensuring an optimum return in profit. Moreover, the business plan can help with the planning, distribution and monitoring the resources in order to achieve our business goal which is ultimately to garner revenue.

4. To convince relevant parties of the investment potential of the project.

A good business plan will enable us to convince the financial institutions and investors to provide loans and help with the establishment of the business. In addition, a good business plan which is provided to generate interest in parties to finance partially or fully the cost of the venture. Hence, the business plan can be a good communication channel to convince those potential investors of the viability of the
the
proposed
venture.