



UNIVERSITI TEKNOLOGI MARA

**ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP**

**BUSINESS PLAN
SENORITA POOL CAFÉ**

PREPARED BY

NORADINAH PAPARTAIM	2010235908
KATRINA JONATHAN D.	2010451992
VIVIAN DANI GOMBOYON	2010255434
BEVERLY BRANDA EDWARD	2010602266
SHARIFAH NADZERAH SADON	2010604362

March 2013

1.0 INTRODUCTION

Our business, Senorita Pool Café is a business that provides a Pool Games services especially for female. This is the services that we provide in our business, we also provide a manicure & pedicure, Café, and also a karaoke session.

We start to invent this kind of business because there is less number of female involve in pool games. It is because they are shy to play pool games since there are a lot of male rather than female in a pool centre. We encourage the female to involve in pool sports because pool sports is a unique sports which it need the players to apply strategies and skills to play.

Senorita Pool Café is combinations of 3 different words which are the “Senorita” are from Spanish word which means female. While Pool is the main services of our business and Café is to describe that we also provide a food and beverages services

The Location for our business is at 1 Sulaman. We chose 1 Sulaman at Sepanggar as our location because there are multiple educational institution and housing areas. Besides that, this locations is located to the nearest the biggest shopping mall at Sabah, 1 Borneo.

We believe our business will success in future since we are the pioneer of this type of business. We will give our effort on this business to make sure it wills success.

2.0 PURPOSE

This business plan of Seniorita Pool Café is mainly about:

1. To focus on providing a services mainly for female in the Pool Games area.
2. To influence female to join a Pool Games that usually for men.
3. To open up chances of working opportunity for BUMIPUTERA people in Sabah.
4. As a guideline in making progress in the eventual construction of the company, factory and product altogether.
5. To know the basic plan of the company, its organization and detail of the company first hand.
6. To research about the competitors in making sure that our company can strive to be at par with other competing companies and exceed them in the market.
7. As a fulfillment in ETR300 subject.

6.0 INTRODUCTION

As an introduction, a successful organization depends to the organization effective administration and on how they implement the objective, mission and vision strategies to achieve its goals. Administration plans run all the business activities effectively and efficiently. By means, we will ensure that all actions taken are for the betterment of our business and the implementation of those actions are done with the highest level of service and this will indicate that our business is running effectively and efficiently. When this is achieved we will be able to predict how far our business can go with such service level. Other than that, it is also under this area that we are required to take care of the employees' benefit which is mandatory under the Social Security Act 1969. It is essential for us to provide our employees with SOSCO benefit in which will cover their social security protection by giving social insurance including medical and ash benefits, provision of artificial aids and rehabilitation to employees to reduce the sufferings and to provide financial guarantees and protection to the family.

In addition administration plan is the important elements for a business to manage. The purpose is to get the business activities and the management done smoothly and perfectly. The management is very important in integration process for the source and the job that linked with the organization and our service. This administration plan is also important to select the staff so our business operation will be done accordingly by chosen the right staff. Administration plan also reduce the conflict of task by dividing the task to the right staff.

This is to ensure that we will not face problems within our business such as conflicting roles and responsibilities, miscommunications, internal conflicts that may arise from poor management

6.01 OBJECTIVEOBJECTIVE

- To manage the organization achieve their goals
- Using full resources and prevent from wasting the resources
- Keep the welfare of the worker
- To compete with other pool café business

6.02 VISION AND MISSIONVISION

Our vision is to be the well known pool café business in Sabah.

MISSION

- To produce varieties of food and drink in our business
- To increase number of female in pool sport
- To reduce expenses in our business