



اَوْنِيُوْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Faculty of Computer Science and Mathematics (CS110)  
FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)

NAME OF BUSINESS: Amante del Café

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## **SUBMISSION LETTER**

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19<sup>th</sup> September 2012

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Jalan Meranek  
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Miss,

### **RE: SUBMISSION OF BUSINESS PLAN**

As the representative of our company Amante del Café, I would like to submit our business plan for your evaluation and further action. We are very grateful that we are given a chance to complete this business plan as we gain a lot of benefits and experience while doing this task. Towards completing this business plan, you have taught us and sacrifice your time in order to make everything perfect. We are so thankful for it and everything is much appreciated.

By completing this business plan, we gain so much information about the business world where we have never thought that it is so important for us to have this kind of knowledge. We believe that this business can be implemented in the future and we hope that we get a chance to do so.

## **1.1 Executive Summary**

Our company name is Amante del Café. The business has been decided on the form of four partnerships. Each partner has contributes certain amount of capital as agreed in our agreement. Our main business activity is to provide the finest high quality coffee with fair prices. We will open our café at Padungan, Sarawak and hopefully will open by 1<sup>st</sup> January 2013.

All partners are encourage and entitled to participate in all business management. We have agreed that **MOHD ZUHAIRI BIN SEPORI** is the General Manager and the Administration Manager. **ZAINAL ABIDIN BIN SAHARUDIN** is the Operational Manager. **MOHAMMAD TARMIMIE BIN JEMALI** is the Marketing Manager and **FRANKS LITHER PADIS** is the Financial Manager.

The management team will be lead by the General Manager and the other manager will help in other process. The general manager is responsible in controlling, leading, organizing as well as plan the entire business. The administrative manager will responsible in doing for all jobs relating to office administration. The marketing manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation of our business is controlled and monitored by the operation manager. This is where quality control and productivity will take place in order to improve the efficiency of the workers.

Finally, the financial manager will handle financial matters such as preparing for the budgets and financial statement for the each department. All the financial statement need to be taken care properly by our Finance manager.

## **1.2 Introduction to Business Plan**

The business plan sets out how the owners/managers of a business intend to realize its objectives. Without such a plan a business is likely to drift. It enables management to think through the business in a logical and structured way and to set out the stages in the achievement of the business objectives. Moreover, it ensures that both the resources needed to carry out the strategy and the times when they are required are identified.

Amante del Café is a coffee shop café which serves Spanish and European style dishes and beverages. It is not an ordinary coffee shop which we provide the finest highest quality coffee to our customer. This business has been agreed by all the partners of the business. All partners have agreed to abide to all terms of the partnership to contribute some capital according to the allocated shares. Besides that, it proves that the reason why we have chosen partnership as our form of business is due to the fact that we are able to share all profits as well as contribute ideas, knowledge and experiences in order for the business to constantly achieve high productivity, there is a quote, “two is better than one”. Which mean, the more we do the work, the better outcomes can be achieved.

The main reason of our existence is to give our customer the satisfaction when they are having coffee at our place. People usually have a cup of coffee to relax and ease their mind after having such a hectic week at the office. A good combination between a high quality coffee with pure aroma and the relaxing atmosphere, we are sure that they will never regret coming to our café.

Apart from that, we are giving opportunity to our local customer to taste Spanish style of dishes and beverage. Now, they do not need to go far to have this kind of meal. Other than that, we also provide them with a fair price and also discount.