

9/10/15



اَوْبُو سَيْتِي تَيْكُونُ لَوْ كَيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT300 : FUNDAMENTAL OF ENTREPRENEURSHIP**

**‘APONG CAFÉ’**

**COMPANY BUSINESS PLAN**

**DIPLOMA IN CIVIL ENGINEERING**

**FACULTY OF CIVIL ENGINEERING**

**SUBMIT TO:**

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**SEPTEMBER 2015**

## **SUBMISSION LETTER**

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2015

18 SEPTEMBER

Miss,

### **SUBMISSION OF THE ENREPRENUERSHIP BUSINESS PLAN**

According to the title above, we would like to submit our business plan on the name of "Apong Café" that's consists of the details, examples, documents and the following procedure which is located at The Summer Shopping Mall (G330, Ground Floor, Zone A), 94300 Kota Samarahan, Sarawak.

2. This report consists of important components and aspects that have been considered in the beginning of a business. It includes our business profile, structure of administration, financial, marketing, and operation aspect plus all other information regarding the business plan.

## **EXECUTIVE SUMMARY**

Apong Café is a partnership business which consists of five partners of shareholders. Each partner contributes certain amount of capital as agreed in agreement. Our company is based on the production of ice cream flavoured by local palm sugar or known by gula apong sugar with variety types of toppings and determined to become a daily necessity for local ice cream lover around Kuching especially around Samarahan. Besides that, we also want to provide a comfortable place where people can relax and escape from busy life while having our significant gula apong flavoured ice cream. With growing demand for good texture of taste of ice cream and services, Apong Cafe tries to attract customers of all stages of ages especially teenagers and groups of workers. Thus, we will offer our customers with spectacular gula apong flavoured ice cream.

Apong Café will operate a 1000 square feet located at The Summer Shopping Mall (G330, Ground Floor, Zone A) within the hotspot of Samarahan which we rent for RM3000 per month. Each partner will contribute RM5000 for the start-up modal for the company.

The management will be led by General Manager, Gary Clinton Ak Churchill Lawi and assist by other managers. The Marketing Manager of our company is Hilmi Bin Mohd Ali, Ted Ouvier Herman as the Operation Manager, Azlan Faris Bin Abdul Rahaman as the Financial Manager and the Administration Manager is Shamine Ehlaws Ak Lawrance. Each manager has different responsibility and all are entitled to participate in the business management. General Manager is responsible in planning, organizing, leading and controlling the business. The Marketing Manager tasks are creating marketing plan, identifying customer need and want, identifying competitor, target market, market size and forecast of the future market. The Operation Manager is responsible in operation process of the company such as the operation budget and process flowchart as well as supervise and coordinate the operation of the business while the Administration Manager is responsible for the organizational chart of the company and arranging the schedule of tasks, responsibilities and remuneration. Lastly, the Financial Manager will handled the financial matters such as financial analysis, controlling the flow of the money of the company and preparing the budget as well as the project implementation cost.

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## INTRODUCTION

Apong Café is a partnership business which consists of 5 shareholders that have their own expertise on their own field. All of the shareholders had agreed as stated in the agreement letter that the amount of capital, profit and loss will be divided as stated. By doing a partnership business with all experienced managers, we are able to compete with other competitors and we are able to be creative and innovative to our customers.

In the other hand, the partnership is a perfect option to be taken because the shareholders are sharing ideas and knowledge in order to gain profit and achieve high productivity level. We offer customers with the original taste of Gula Apong that are mixed with ice cream.

Other than that, Gula Apong ice cream has become popular among Kuchingites where the existing stalls who sell the ice cream are flooded with many customers.

As our product focus on local dessert, “Business → Consumer” distribution strategy practicing by our company where the customer can directly make a purchase by our market it would give full description towards the product purchased.



Apong Cafe  
Skali Coba Agik Maok