



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

ETHNIC CAFE

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PREPARED FOR :

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DATE OF SUBMISSION :

30<sup>th</sup> SEPTEMBER 2015

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Dear Madam,

Re: SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, Ethnic Cafe would like to submit our business plan for your analysis, evaluation and references. Ethnic Cafe's business partners and the site address are as mentioned below:



## **1.1 INTRODUCTION TO THE COMPANY**

This business is based on partnership where it consists of four (4) members who hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM50,000 where the total contribution of each member is RM12,500 and the rest RM 50,000 is from Bank Islam's loan.

Our company named Ethnic Cafe with tag line 'Chill, Drinks & Relax' is located at Summer Mall, Kota Samarahan with address The Summer Shopping Mall (G25-27 & G98-99, Ground Floor, Zone B), 94300 Kota Samarahan, Sarawak.

Ethnic Cafe is a place where kids and adults can chill, have a drinks and food that we provide and they can relax with their family or friends here. It is also a place where the student can do their assignment because our cafe also provides Wi-Fi so that they have comfortable place to do their works.

Our cafe is different with another cafe for example Starbucks, bing coffee, Ding Tea and many more cause we give affordable price that not too expensive to buy it. Besides, we will give a less for student if they bring along their student card. Besides, our company is located at Education Hub and residential area where here are our target customer among the students and the adults.