



FALCUTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS NAME:

B.A.H.M² Lounge Café

Prepared by,

Name	Matrix LD Number
ABANG MUHAMAD ZULFADHLI	2011775347
BRIAN MELCHIOR BASUSIE	2011313455
MOHD KASSIM BIN SAPENEE	2011158297
MUHAMMAD ARIF BIN ISMAIL	2011915931
HALERRY CHUNDANG AK URI	2011353907

Prepared for,

MADAM ELISA AZURA ALI

September 2013

LETTER OF SUBMISSION

B.A.H.M² Lounge,

Ground Floor, Lot G4-G5, Summer Shopping Mall,

Jalan Dato Muhammad Musa,

94300, Kota Samarahan,

Sarawak

Madam Elisa Azura Binti Ali,

Lecturer of ENT 300 (Entrepreneurship),

UiTM Sarawak, Kampus Samarahan,

94300 Kota Samarahan, Sarawak.

Madam,

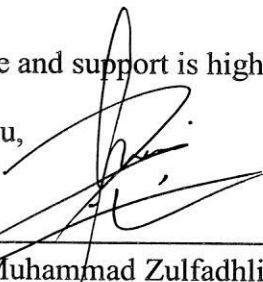
Re; Submission of our Business Plan

As stated, I; Abang Muhamad Zulfadhli Bin Abang Ariffin, as the General Manager of B.A.H.M² Lounge Cafe, acting on behalf of my fellow group partners, would be interested in submitting our Business Plan for you reviewing purpose.

2. It is hoped that through the Business Plan proposed we are able to improve our financial base and also to further improve our presentation appropriately. All information should be available in the Business Plan included together with this letter.

Your time and support is highly appreciated.

Thank you,



(Abang Muhammad Zulfadhli Bin Abang Ariffin)

General Manager of B.A.H.M² Lounge Cafe

EXECUTIVE SUMMARY

The combination of the first capitalist letter from our names has created a name for our company that is BAHM² Lounge Cafe. The form of our business is franchises which are consist of five members. Even though we get a business loan from the bank, each of also contributes certain amount of capital as agreed in the partnership agreement.

The main business activity of BAHM² Lounge Cafe is to provide food and beverage services that only focus on light foods and hot and cold drinks which are variable types of it. We have design our premises according to theme that we have agreed which will make our future customers feel relax and chill without thinking too much.

Even our business name is BAHM² Lounge Cafe, but it is not really a lounge that is for the upper level people. It is only a name in the papers but a café in the practices; so, it is for all individuals or groups to hang up around there.

Every single of our member have their own part or their own position in the business plan and there are no sleeping partners and all of us entitled to participate in the business management. As agreed before, that Abang Muhamad Zulfadhli Bin Abang Ariffin will hold the position as the General Manager, Halerry Chundang Ak Uri as the Administration Executive, Brian Melchior Basusie as the Operational Executive, Mohd Kassim Bin Sapenee as the Marketing Executive, and Muhammad Arif Bin Ismail as the Financial Executive. The selection of each position is based on the leadership, experiences, skills, capabilities and abilities.

If specifically focusing on each position, the General Manager is responsible in planning, organizing, leading, and controlling the business. As for the Administration Executive, he is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operational Executive is responsible to the entire job that related to the operation and will supervise and coordinate the operation of the business, and for the Marketing Executive will have the responsibility to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Executive will be responsible for preparing the budget, financial expenses and the flow of the money of the organization.

TABLE OF CONTENT

Topics		Pages
LETTER OF PERMISSION		
LETTER OF SUBMISSION		
LOAN APPLICATION		
PARTNERSHIP AGREEMENT		
ACKNOWLEDGEMENT		
EXECUTIVE SUMMARY		
TABLE OF CONTENT		
GENERAL PLAN		1
1.1	Introduction	2 – 3
1.2	Business Plan Purpose	4
1.3	Company Background	5
1.4	Background of Partners	6 – 10
1.5	Location of the Business	11
1.6	Logo Description	12
ADMINISTRATIVE PLAN		13
2.1	Introduction	14 – 15
2.2	Organization Chart	16
2.3	Position and No of Personnel	17
2.4	Schedule of Staff and Responsibilities	18 – 20
2.5	Schedule of Remuneration	21
2.6	List of Office Equipment	22
2.7	Administration Budget	23 – 24
MARKETING PLAN		25
3.1	Introduction	26 – 27
3.2	Product and Service Description	28
3.3	Target Market	29 – 30
3.4	Market Size	31 – 33

1.1 INTRODUCTION

As defined by Richard Cantillon, 1755, entrepreneur is a person who undertakes to do a job. It is a French word first coined by him. In Malaysia, entrepreneurship is called in other name, “usahawan”. As for entrepreneurship, it is defined as not only the process that leads to the setting up for a business entity but also the expansion and development of an on-going concern. The study of entrepreneurship is concerned with the entrepreneurial behaviour, the dynamics of business set up and expansion and development.

In Malaysia, there are more than 600,000 registered companies and approximately 4000 foreign companies, majority of them are companies limited by shares. These companies range from small family business where the directors and shareholders are family members, SMEs as well as large businesses with high business volumes and assets.

In our business plan, the name of our company is B.A.H.M² Lounge Café. Our business is focus on food and beverages services which is our nature of business. B.A.H.M² Lounge Café set up from an idea that is focusing on providing a place for a people to relax and hang out after their whole day of having stress. Even though our business is food and beverages, but we only provide light food like cake and drinks like coffee. Our café are specializing in making a various type of coffee, cake and ice-cream.

This idea of establishing the business is based on discussion by all of partners and we are targeting our business will be launched on 1st January 2014 and commence operation at the following address:

Ground Floor, Lot G4-G5, Summer Shopping Mall,

Jalan Dato Muhammad Musa, 94300,

Kota Samarahan, Sarawak.