



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**D' 90**

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**DIPLOMA IN BUILDING (AP116)**

**APRIL 2010**

D'90 'CHILL AND RELAX'  
LOT 11 · LORONG WIRA · TAMAN DESA ILMU  
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7<sup>TH</sup> APRIL 2010

UiTM Sarawak  
Kota Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan,  
SARAWAK

**ATTN : MISS SITI FARAH BINTI LAJIM**

Miss,

**SUBMISSION OF BUSINESS PLAN**

Referring to the matter above, as the General Manager of D'90 as well as representative of my fellow team members would be proud to submit our business plan for your evaluation and further action.

For all four of us, ENT300 (Fundamentals of Entrepreneurship) has given us a clear picture on the fundamentals of starting a business. Along the way, we gathered many ideas which of course would have much use and benefit to us if ever **D'90** become a reality.

We highly compute that it is not all that easy to become an entrepreneur what more a successful entrepreneur. It takes diligence, innovativeness and patience, which we regard as the main ingredients to achieve success in order to overcome all forms of obstacles and risks, which we have learnt from this preparation of business plan.

Your undying attention, guidance and cooperation have taken us far by allowing this business plan to become a reality. It is insufficient to express our words of gratitude for all the knowledge that you have passed on to us as well as your continuous effort in assisting us to complete this business plan.

We would be proud if you wish to have us to present this Business Plan for our better competency in this subject. Your consideration, attention and support towards our business plan are greatly appreciated.

Thank you.

Yours truly,

MOHD AMIRIN ARSYAH BIN MOHD ZAINOL  
General Manager

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D'90 is the drinks and beverages company which provide chill and relax cafe for the residents and people at Desa Ilmu, Kota Samarahan, Sarawak. This business is led by Mohd Amirin Arsyah Bin Mohd Zainol as the General Manager. In terms of relaxation, we provide variety of drinks and our primary product is the local favourite *ice kacang*. The purpose for having proposing the business is to gain profit thus expanding the local favorite to the non-locals. Here, at Taman Desa Ilmu, Kota Samarahan, there are several food and beverage shops which offer variety of local delights. But none offers the place for people to relax and chill out. Hence, the idea to propose the business which offer drinks and beverages outlet was birth to give the people and the locals place to chill out and having relaxation time. And at the same time promote the *ice kacang* to them.

The company consists of 5 members that have their own functions in the business proposed. The shop is administrated by Abang Muhammad Luthfi Bin Abang Azman as the Administrative Manager. He is responsible to the office works and general work in terms of organizing the records of the company. The Operation Manager, Ahmad Bukhary Bin Mohamad Arif, is in-charge of the shop operation regarding of customer service, storage, supply of raw materials and the operational hours of the shop. Hafyqri Bin Kameeri as the Marketing Manager is responsible of the marketing strategy in terms of analyzing the market share in order to improve the profiteering. Hence, he is also responsible to promote the shop to the customer. To keep the track of transaction and financial record, the Financial Manager, Nuramalina Binti Ahmad Khairi is appointed to such role. This is to keep track and updates of the company profit and loss record for the business period.

Every food and drinks outlet has the aim to give out the best of their outlet. The same goes for us. We offer the *ice kacang* as our main product. As for the side orders, we offer variety of drinks. The objective for such products is to give our customer all the time they need for relaxation. After having a busy day, it would be nice to have chilling ice in the throat. Hence, we want to give out the best of ice based products to our customers to enjoy and ample time to relax after the busy working in the office. As for the students, Kota Samarahan is well known for educational hub for higher learning centres. In the list are UiTM Sarawak, UNIMAS and Institut Perguruan Tun Abdul Razak and not to mention the local secondary and primary school. Of course *ice kacang* is the main thing come in mind in times of relaxation and hang out with friends. Therefore, our shop will provide the best of it to satisfy the customer's need and services.

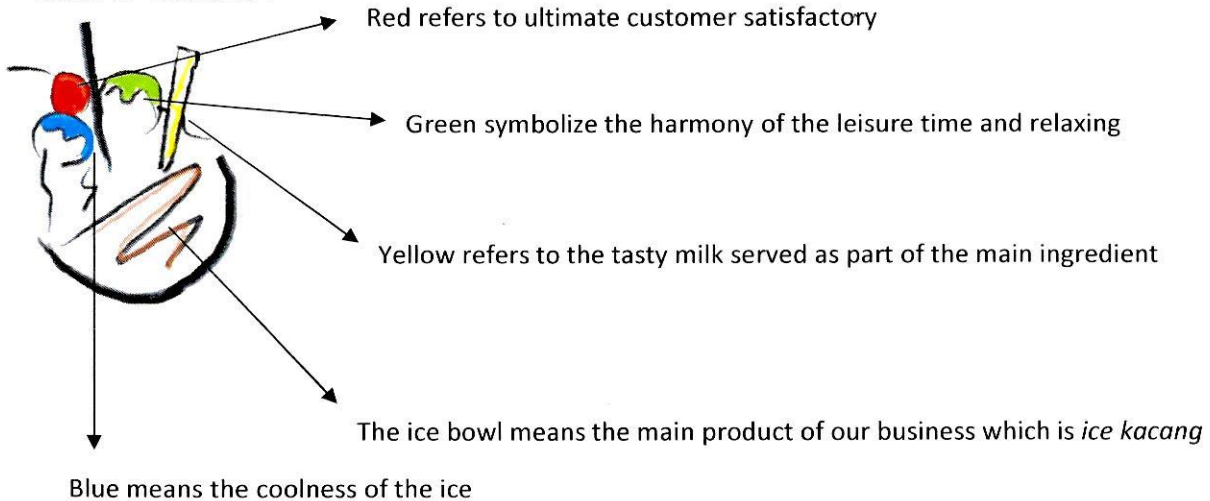
Lastly, we hope to be the main attraction for the locals and students to spend the leisure time during noon and evening. To ensure the best of profiteering, we will give the most satisfactory service to our customers.



### 5.1 NAME OF COMPANY

In the 90's, the *ice kacang* is among the local favorite for drinks and beverages. During that time people loves to have relaxation at the *ice kacang* stalls set up by the locals. Hence, the word D'90 was inspired from the era where *ice kacang* is still the famous among the locals. Although the drink is still famous among us nowadays, we adore the nostalgia of having *ice kacang* as part of spending leisure time with family, friends and business partners. That is why we give out the name D'90 as part of down the memory lane to bring back the lifestyle in the year 1990s to the present era. D'90 also stand for the youth and teenagers as it refers to their lifestyle of chill and relax with peers. Therefore, the name D'90 brings a lot in mind when pronounced as the word itself is easy to remember by the customers and become the ideal place for relaxation and chilling out.

### 5.2 LOGO OF COMPANY



### 5.3 NATURE OF BUSINESS

For the facts, there is lots of food and beverages shop at Desa Ilmu, Kota Samarahan. This is due to the residential itself situated at the centre between the higher learning institutions such as UiTM Sarawak, UNIMAS and Institut Perguruan Tun Abdul Razak and not to mention the local secondary schools. But our shop has its own uniqueness of serving *ice kacang* as the main attraction for the students to enjoy while relaxing and chill with their friends. As for the working people, they also can spend their leisure time at our shop. Hence, our nature of business is serving customers with *ice kacang*.

### 5.4 PURPOSES OF BUSINESS PLAN

The business plan is set up with the following purposes:

- The business plan is prepared by D'90 as a guideline for managing the proposed business venture.
- This business plan will become the main reference of D'90. Any disputes between the shares partners must be refer to this business plan before any further litigation.
- This business plan is prepared for the purpose of obtaining working capital loan from Maybank Berhad for the amount of RM 50 000.00.

*not tele with project implementation cost!*