



**FACULTY OF BUSINESS MANAGEMENT**  
**UNIVERSITI TEKNOLOGI MARA**

Fundamental of Entrepreneurship  
(ENT300)

**BELLO CAFÉ**

**Prepared by:**

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## **SUBMISSION LETTER**

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Miss,

### **Re: Submission of Business plan**

According to the title above, we would like to submit our business plan on the name of Bello Café consists of all the detail, example, the document and the following procedure which is located at shop Lot 6369, Block 225,KNLD, 4th mile Batu Kawa, 92350, Kuching, Sarawak, Malaysia

2. This report consists of important components and aspect that have been considered in the beginning of the business. It includes our business profile, structure administrative, financial, marketing, and operation aspect plus all other information regarding the business plan.
3. There is the list of entire group members that is involved in the process of completing the business plan

## **EXECUTIVE SUMMARY**

Bello Café is a café that offer both food and drink and we should choose to offer mainly drinks with a few food items as a sideline. There is a great potential to specialize in a particular items, a strategy which many of the most successful cafes use. Beside that, more generally we need to be highly personable and enjoy dealing with people. Running a café also requires you to be extremely to organized and efficient in what you do.

The business that we choose is a partnership where it consist of four (4) members. The members consist of the General Manager, Marketing Manager, Operational Manager, Administration Manager and Financial Manager. The business capital is amounted RM 74 000 where the General Manager contributed RM 20,000 , Administration Manager RM 13,500 Marketing Manager is RM 15,000, the Operational contributed by RM 13,000 and the Financial Manager is RM 12,500 . The rest of the amount is from company's loan.

Our main target market is focus on a busy industrial estate that's has lots of workers or in a lay by on a busy road and focus for investors and public since it has easy accessibility well connected via linked to major highways because it is strategic as near with residential area, market and other shops. Aside from location, we creating a nice café ambience is very important and we need to offer a menu that appeals to our market. Being highly organized and providing a fast service is important. That's is many of our customer may be on a one hour lunch break and don't have 15 minutes to wait for their food to be ready. Our Café is rely heavily on repeat business and overall customer experience needs to be good. Other than that, our location also near to the suppliers.

Why we choose on this business? It is because Café can be very rewarding to run positive relationship with customers are important. Starting a café is a popular choice amongst new entrepreneurs and can be a profitable and rewarding business to run.

We will provide both food and drink and we could choose to offer mainly drinks with a few food items as a sideline. Besides, café is a popular choice amongst new entrepreneurs and can be a profitable and rewarding business to run. There is a great potential to specialize in a particular items, a strategy which many of the most successful cafes use.

In the future around 4 years after the project established, our company target to add more workers, expand our site, bring a new innovation for our menu and open the new branch in other places. Besides, we want to open a new café depend in demand from our customer and our menu for all ages of people and races.

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## **1.1 Business Introduction**

### **1.1.0 Name of company**

Our café is name as Bello café. We choose the Bello Café as our café name because the name is unique and classic. The name of our brand will encourages customer loyalty and it shows our quality product and services, be easy to pronounce, recognised and remember, not be sensitive to any parties and not already in use or protected by copyright.

### **1.1.1 Nature of Business**

We choose partnership as the nature of our business. All of our partner will involve in business activity and to ensure all partner are active to developing the business together. The reason why we choose the partnership business is the idea and knowledge among the top management will be share together and the capital are from the contribution of all shareholders, so no idea will be taken for granted. Besides that, our partner will able to take the responsibility, clear with our company objective and aim that our goals are achieved. Other than that, balance our financing to avoid mislead and miused of sources.

### **1.1.2 Industry Profile**

Café can be very rewarding to run positive relationship with customers are important. Starting a café is a popular choice amongst new entrepreneurs and can be a profitable and rewarding business to run.

Despite the strong competition provided by national foods outlet and coffee shops, many independent café continue to thrive and can be profitable. Running a café is a very sociable business. We get to know our regular customers and it can certainly be very rewarding. Our cafe could offer both food and drink and we could choose to offer mainly drinks with a few food items as a sideline. There is a great potential to specialize in a particular items, a strategy which many of the most successful cafes use.

As we know many people start a café business after previously working in catering or a related industry. There are food courses available in most colleges and these could provide you with essential skills if you lack previous experience. More generally you need to be highly personable and enjoy dealing with people. Running a café also requires to be extremely to organized and efficient in what we do.

The location is our café is very important things and we need to know our main target market. Many cafés are positioned in prominent high street locations which has lots of passing trade. But that isn't that only place we could open a café. We could, for example, open a café on a busy industrial estate that's has lots of workers or in a lay by on a busy road. Aside from location, we