



KHAW COFFEE

Its Easy, Its Coffee

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## **EXECUTIVE SUMMARY**

The name of our company is KHAW Coffee Enterprise. The business is in form of enterprise which consists of four members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is sell coffee product. Our company will be operating at Pekan Baru, Serian on the 5<sup>th</sup> January 2016.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Kelly Ann May Anak Randi is our General Manager, Wilson Anak Joseph is the Administration and Operation Manager, Haanii Lorea Binti Md. Azmi@Hyacinth as Financial Manager and Azril Fakhree Bin Khainih as Marketing Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. The Marketing Manager will be responsible 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 Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

## **SUBMISSION LETTER**

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26 March 2015

Mrs,

### **RE: SUBMISSION OF BUSINESS PLAN**

As a representative of our company KHAW Coffee Enterprise, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until finally completing according to time given and as scheduled.

Our group's perception towards ENT300 (Introduction to Entrepreneurship) had given us the exposure and clear picture on the fundamental of starting the business. This experience may be a benefit for us after graduating from

## **1.0 KHAW COFFEE ENTERPRISE**

### **1.1 INTRODUCTION**

The features of the KHAW Coffee Enterprise as below:

#### **Name of Business**

The name of our business is KHAW Coffee Enterprise. We choose this name because it matches with our partnership background. Therefore, we choose the name and trying our best to present what our customers' needs. The main priority of our company is to provide the best quality product to our customer.

#### **Nature of Business**

KHAW Coffee is in partnership form and entirely owned by four bumiputera entrepreneurs. It is a business whereby it provides high quality coffee product. As we know, demand on drink will never stop as it is one of the basic needs for human. With the unlimited demand for food, the food market can supply all or rather not enough. Our company sees this as an opportunity. With that, our company established a business in coffee product which is in the beverage industry.