



# **FACULTY OF CHEMICAL ENGINEERING MARA UNIVERSITY OF TECHNOLOGY**

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**DATE SUBMISSION:**

**7 APRIL 2012**



## **SUBMISSION LETTER**

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Sir Jammeson Garry  
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Sarawak.

05 March 2012

Sir,

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

As a representative of our company, Street Café, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and the support that have been given by you in order to accomplish this business plan and at the same time anchored us towards our aims and goal when preparing and finally completing this business plan on time and as scheduled.

2. For all four of us, ETR 300 (Introduction to Entrepreneurship) has given us a clear picture and disclosure on the fundamental of starting a business. This experience may be a benefit for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students. To become the real entrepreneur one day, it can be easy with the existence of the team spirit as what our team did and the basic knowledge that we gained from this project. We highly compute that it is not all that easy to become an



## ACKNOWLEDGEMENT

Firstly, we would like to thank God for His blessing that allowing us to do this project in a healthy condition in order to complete our ETR300's business plan. On top of that, with the courage and support from our team, we managed to handle this project without any serious problems and run it efficiently. Due to this opportunity, we would like to frame the deepest appreciation to our beloved ETR300's lecturer, Sir Jammeson Garry because of his support and guidance, we finally able to accomplish our business plan project. Not forgotten too, special thanks to all our family and friends because of their supports and their willingness to share their knowledge to us.

Thank you.

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## INTRODUCTION

### *Introduction to Street Café Business*

Street Cafe is the outcome of three passionate women's and one man's ideas and interest in cafe business. Their impossible dream turns into a reality when an opportunity to open a cafe business comes up to them. The name itself reflects the main purpose of opening the business which is to make customers feel that they had finally found their own positive, harmonious and timeless place to hang out.

The nature of this business is service where they sell food such as waffles, finger/comfort foods, and beverages such as coffee, shake, juices and many more. Street Cafe comes out with the concept of music cafe, beside; there will be an entertainment for the customers to cheer themselves. As for entertainment, there will be live band performances and indoor games – Dart and Fust ball.

The head office of Street Cafe runs at Tabuan Jaya, Kuching, Sarawak. Strategically, located in Tabuan Jaya which has been chosen to be the point where this business is hoped to develop and bloom one day. Endless houses and shop lots surrounding Tabuan Jaya has also created business opportunity for Street Café. Houses are scattered around Tabuan Jaya in Taman Stutong Indah, Taman Swee Li and Taman Casa Marbella, and Tabuan Jaya residential area itself. Shop lots are available to be sold or bought at Tabuan Tranquility Commercial Centre.

The date of business commencement for this business is on 02 January 2013 which is roughly several months from now. This is due to the time taken for the partners to finish their education in diploma level. The incorporation of business, application of business licence, searching for business location, and also the renovation of premise will approximately took five months to complete, that is from July 2012 to December 2012.