



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**1989 GRANDE COFFEE HOUSE**

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**DIPLOMA IN MANAGEMENT OFFICE & TECHNOLOGY (OM114)**

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## LETTER OF SUBMISSION

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20 October 2009

Miss,

### SUBMISSION OF BUSINESS PROPOSAL

Adherence with the prerequisite for the completion of the course of Fundamentals of Entrepreneurship (ETR 300), we proudly submit to you the completed and final business proposal of our group, **1989 Grande Coffee House** on this date of which had been agreed before.

We would like to thank you kindness and generosity in guiding and leading us in the making of this proposal all this while. Without your advice guidance, we certainly would not able to know out with such determined and dedicative business proposal.

We will keep the knowledge, skills, and information we have gathered all this while for our good in the future. We want to thank you again, and should there is any problem relating to this proposal, please let us know.

Thank you.

(Mohd Iqbal Bin Mohd Rahim)  
General Manager  
1989 Grande Coffee House

## EXECUTIVE SUMMARY

1989 GRANDE COFFEE HOUSE is a Coffee House establishment that aims to provide the best coffee beverages and lounge in Malaysia which uses real carefully made coffee approach to delight and attract customers, and at the same time keeping it distinguishable and unique from other competitors in the market. Thus 1989 GRANDE COFFEE HOUSE is a local Coffee house that offers a similar great taste of coffee just like Starbucks and Coffee Bean. .

The main selling points for 1989 GRANDE COFFEE HOUSE is would be the coffee itself, the great taste of coffee where you can get just like at the Starbucks and Coffee Bean but in a lower price. Other local cafés in the local market basically offer the same thing for the community and we can say that the only thing that separates them from each other is how they make their coffee where in 1989 GRANDE COFFEE HOUSE we are very careful on how to prepare our coffee so that the coffee is have all its important essence such as the aroma, taste and color.

Thus, we've decided to capitalize on this situation by offering something new. At our café, we would expose how important is to have a carefully made coffee with a great taste and we also bring up the art of coffee in Kuching so that the local could enjoy how great coffee are.

Usually if people want to have a good coffee, they just could simply go to the Starbucks or Coffee Bean but in 1989 GRANDE COFFEE SHOP we provide the similar quality made coffee and people can get it at a lower price. Its not the coffee bean are the secret of the key for having a good coffee, but it is how it been prepared and there is no extra cost on making a good coffee.



## **NAME OF BUSINESS**

The name of our business is 1989 GRANDE COFFEE HOUSE. The number "1989" is chosen by the members for the unique line of number that which all of them love. From the shared value and idea from all the members, we present the word "Grande Coffee House" where we provide the exposure of the beauty of coffee and bring back the essence of the real coffee taste for our locals.

## **NATURE OF BUSINESS**

Our business offers a variety of beverages that mainly focus on coffee with carefully chose of pure Arabic coffee beans and carefully blended without ruin the original taste of the coffee and variety of food. Beside of that, while the customer enjoying their coffee they also can surf the internet with the computer we provided or they just simply can bring their laptop and use our Wi-Fi. People also can enjoy our reading materials at the reading section while enjoying our coffee and they could relax and listen to our classical music that we tune on in our shop while enjoying our coffee or watching the television that we provide while they enjoy our coffee.

## **COMPANY MISSION**

Our mission is to deliver the services effective and efficiency to our customer which comes from multiracial or even multi religion and we hope that our company will become a well-known coffee house in Malaysia or to the international level.

## **COMPANY VISION**

To provide the customers with comfortable, friendly and best entertaining coffee house in the city, to serve them with the best services and to maintain the quality of the services. We also want to make the tourist feel unforgettable experience visit our place and give satisfaction to our customer.