



UNIVERSITI TEKNOLOGI MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)**

HEAVEN SEA CAFÉ

PREPARED BY:

MUHAMMAD AZAMUDDIN BIN IZAN	2013619216
DELVINA DONALD	2013622668
IRFAN NURHAZIQ BIN ZAMSURI	2013801396
SITI HAJJAH BINTI PUTTI	2013885038
STEPHENIE JANE HENRY	2013800166

PREPARED FOR:

MDM. ESFARINA AMIZA BINTI MORSIDI

DIPLOMA IN SPORT STUDIES

MARCH 2015

LETTER OF SUBMISSION

ENT 300 Students,
Diploma in Sport Studies,
University Technology Mara Sarawak,
Samarahan Campus 1,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak.

Madam Esfarina,
ENT 300 Lecture,
University Technology Mara Sarawak,
Samarahan Campus 1,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak.

16 Jun 2016

Madam,

RE: SUBMISSION OF BUSINESS PLAN

As a representation of our company, Heaven Sea Café, I would like to submit our business plan for your evaluation and further action.

We are very grateful for the advice, support and motivation that have been given by you in order to accomplish this business plan and at the same time anchored us toward objectives of the preparation business plan until we are finally completing every task according to schedule.

Our group perception towards ENT 300, this subject had given us a new experience and knowledge about the world of business. We also being expose to the fundamental of starting a business. The experience and knowledge gain from this subject may be very important to us after graduating from UiTM.

Due to the completion of this project, the team had gathered many ideas and new way to find solution of problem in business. Even the team going through many obstacles during completing the project, but we managed to overcome the problem by approaching our lecture.

Your highly attention, guidance and cooperation had given us self-motivation until this business finally had been accomplished successfully in group presentation and the report too. It is insufficient to express our grateful towards your effort and patience in order to give us sufficient knowledge.

Table of Content

No	Content	Pages
	Acknowledgement	i
1.0	Introduction	1
2.0	Purpose	3
3.0	Background of the Business	4
4.0	Background of Partner	5
5.0	Location of Business	13
6.0	Marketing Plan	14
7.0	Operational Plan	31
8.0	Administration Plan	65
9.0	Financial	83
10.0	Appendix	

EXECUTIVE SUMMARY

Our company name is Heaven Sea Cafe. This business consists of five members. Each partner contributes certain amount of capital as agreed in contract. The major business activity is selling food and drinks. These concepts are due to customer request (local people and tourists). In addition, our cafe located at sea and has nice view. Our business is open at 2.00 pm until 1.00 am (Tuesday-Sunday) and our cafe closed on Monday.

There are no inactive partners and all are entitled to participate in the business management. We agreed that Muhammad Azamuddin Bin Izan as our General Manager, Siti Hajjah Binti Putit as our Marketing Manager, Delvina Donald as our Operation Manager, Irfan Nurhaziq Bin Zamsuri as our Administration Manager and Stephenie Jane Henry as our Financial Manager.

The General Manager is head of the company and responsible in plan, organize, direct and control the various aspect of business. Next, make sure all departments achieve their goals and solve the problem which is come in business and to make a decision. The Marketing Manager is responsible in find the strategic methods in promoting the business also ensure the customers' demands and tasks are fulfilled. The Operation Manager is responsible in managing operation. In addition, responsible in ensuring the company's operation is at optimum and smoothly and giving out the duty for every staff. The Administration Manager is responsible in administration work and handles staff salary payment. The Financial Manager is responsible in handle company account, budgeting and cost control also prepare financial report.

6.0 INTRODUCTION

Marketing plan is a written document that acts as guide book to marketing manager. We need marketing plan to provide a basis comparison of actual and expected performance. Marketing plan is also provides clearly stated activities to work toward common goals.

Marketing is defined as the activities that are carried out systemically to encourage and increase sales of product and services as long as the activities are in line with religious and ethical practices. Marketing is basically an exchange that takes place between business entity and its customers. Marketing is the process of planning and executing the product conception, pricing, promotion and distribution.

Marketing is a critical activity in any business because its forms the backbone to the total business effort in achieving profitable outcome. In order to achieve profitable income an entrepreneur need to find product or services that fulfill customers want needs. In order to fulfill customer need and wants, the business needs to offer product and services that are easily available to the target consumer at the right place and time with attractive price. In order to achieve that, an entrepreneur need to carefully research and identified before the final product and services if offered.

Marketing concept rests on the philosophy that all marketing activities must satisfy customer need and wants, and at the same time achieve the targeted profits. Focus of the business is customer satisfaction and then profit. Without customer, business will not running smoothly. Same as no profit will make the business bankruptcy.

Marketing is a crucial factor that is essential for surviving on nowadays competitive environment. Any business in this world need to maximize the marketing plan same goes to our business for our survival. Therefore we are planning forward to a good comprehensive marketing plan by comprising effective and efficient marketing strategies.