



**ETR 300
ENTREPRENEURSHIP
“BUSINESS PLAN”**



High Tech Cyber Cafe

COMPANY'S ADDRESS

**Sublot 5G-F, 1st, Setia Commercial Centre, Jalan Setia Raja, 93350 Kuching,
Sarawak.**

Name of Partners:

Karlos Albert (2008263186)

Khairul Anwar Bin Bolen (2007292344)

Jerry Adler Ak Walter Umak(2008261772)

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EXECUTIVE SUMMARY

Our company name is High tech cyber cafe. The business has been decided on the form of partnership, which consists of three members. Each partner contributes certain amount of capital as agreed in our agreement. Our main business activity is to provide entertainment computer games and online services such as internet as well as providing services and sales of products relating to computers.. We have decided that our business will operate at **Sublot 5G-F, 1st floor, Setia Commercial Centre, Jalan Setia Raja,93350 Kuching, Sarawak**. It will fully operate on 1st January 2011.

All partners are encourage and entitled to participate in all the business management. We have agreed that **Karlos Albert** is the General Manager, as well as the Financial Manager; **Jerry Adler Anak Walter Umak** will act as our Marketing Manager cum Operation Manager, and **Khairul Anwar Bin Bolen** had been appointed as our Administrative Manager.

The management team will be lead by the **General Manager** and the other manager will help to assist. The General Manager is responsible in controlling, leading, organizing as well as plan the entire business. The **Administrative Manager** is responsible for all jobs relating to office administration. The **Marketing Manager** is responsible in preparing the marketing plan, which includes identifying the target market, determining the market size, identifying the competitors, determining the market share, developing sales forecast and marketing strategies.



INTRODUCTION

HIGH TECH CYBER CAFÉ is business which ventures in entertainment computer games, internet service and repairing and sales of computer products This business has been agreed in the form of partnership, which consists of three partners. All partners have agreed to abide to all the terms of the partnership as to contribute some capital according to the allocated shares. Besides that, it proves that the reason why we have chosen partnership as our form of business is due to the fact that we are able to share all profits as well as contribute ideas, knowledge and experience in order for the business to constantly achieve high productivity just as saying goes, "Two heads are better than one".

The main reason of existence the **HIGH TECH CYBER CAFE** is to provide entertainment on the latest computer platform games to the public especially to the hardcore gamers. As we all know, many games that are available in the market need computers with high performance rating. High performance rating computers means high requirement of money to purchase it and many people are not afford to buy one because of the high price. Since most gamers want to get their hands on the latest games and play along with their friends, we are here to help them to achieve it. We are confident that we can give a big impact to other competitors. In our business we are also provide repair services of computers to the customers and also selling some computer products for gaming computers. We are trying to give all the best services and quality work to the customer. With the help of our operational manager, we are manage to find



LOCATION

As what had been agreed by all and due to conveniences, we have agreed to set up our business at Satria Jaya Commercial Centre (SJCC) area. Apart from that we have found that the development rate in Satria Jaya Commercial Centre (SJCC) area had been increase rapidly. Furthermore it is very conducive and strategic for such businesses. In addition other existing facilities around Satria Jaya Commercial Centre (SJCC) such as banks, water and electricity supply, telephone, proper road, public transportation are easily to be found.

These facilities will indeed allow us to perform our business with much comfort beginning 1st January. By looking at other competitor for example Gizmo Cybercafe, Cyberline and some other more which are situated not far from our shop, all we can say is that we opt for healthy competition although we know that they are offering the few same services as what we have been provided. But we have more solutions than them. That's why we are so confident that we are able to compete with them and to penetrate the market.