



اوبنورسيٲٲي ٲيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

TASTY AND FUN CAFE



PREPARED BY

FACULTY & : FACULTY OF BUSINESS MANAGEMENT
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CONTENTS

NO.	CONTENTS	PAGE
1.	INTRODUCTION	1
	1. SUBMISSION LETTER	2-3
	2. ACKNOWLEDGEMENT	4
	3. EXERCUTIVE SUMMARY	5
	4. PARTNERSHIP AGREEMENT	6
	5. LETTER OF AGREEMENT	7-9
	6. INTRODUCTION OF BUSINESS PLAN	10
	7. INFORMATION OF COMPANY	11-18
2.	MARKETING PLAN	19
	2.0 INTRODUCTION	20
	2.1 MARKETING OBJECTIVES	21
	2.2 PRODUCT DESCRIPTION	22
	2.3 MARKET SEGMENTATION	23
	2.4 TARGET MARKET	24
	2.5 MARKET SIZE	25
	2.6 COMPETITORS	26
	2.7 MARKET SHARE	27-28
	2.8 SALES FORECAST	29
	2.9 MARKETING STRATEGY	30-32
	2.10 MARKETING BUDGET	33
3.	OPERATIONAL PLAN	34
	3.0 INTRODUCTION	35
	3.1 OPERATIONAL OBJECTIVES	35
	3.2 OPERATION HOUR AND BUSINESS HOUR	36
	3.3 LAYOUT OF OPERATION AREA	37
	3.4 OPERATION PROCESS	38-40
	3.5 PRODUCTION PLAN	41-42

1. SUBMISSION LETTER

Zulbakri Bin Rosli
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Madam Siti Farah Binti Lajim,
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Madam,
RE : Submission of business plan.

As a representative of our company, Tasty and Fun Cafe, I would like to submit our plans for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mention guidance given which has indeed paved us the way and anchored us towards our goal when preparing and finally completing this business plan on time as scheduled.

2. For all four of us, ENT300 (Fundamental of Entrepreneurship) has given us clear picture on the basic of starting a business. Along the way, we gathered many ideas, which we personally felt, would have done much use and benefits to us if ever 'Tasty and Fun Cafe' became a reality. We highly compute that it is not all that easy to become and entrepreneur what more a successful entrepreneur. For food industry, it takes creative and

3. EXECUTIVE SUMMARY

The name of our company is Tasty and Fun Cafe. The business is the form of partnership which consists of four members. Each partners contributes certain amount of capital as agreed in our contract. Our company choose food industry as our main business. We are focusing on serving fast food to our customers. This is because people nowadays are too busy until they have no time to prepare their own meal. Customers can go straight to our cafe if they wish to have our food for their meals.

We have agreed that Zulbakri Bin Rosli as our General Manager and Administration Manager. Lidia Baun Andrew as the Operation Manager, Jacky Joseph as the Marketing Manager and Jacynta Ann Joti as the Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability of the partner. The management team will be led by the General Manager and assist by the others managers.

The general manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible to the remuneration schedule of salary and wages. The Operation Manger 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, identify the customer needs and wants, identifying the competitors, target market, market size and forecast the future market. Lastly the Financial Manager will be handling the financial matters such as preparing the budget and financial statement for expenses for each department and controlling the flow of the money of the organization.

6. INTRODUCTION OF BUSINESS PLAN

The business plan of Tasty and Fun Cafe is proposed so that it can be undertaken in a comprehensive manner. This business plan gives opportunity for us to assess the business in the future. We had decided a partnership business which provides fast food in the premises.

All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as a ratio. We had chosen this kind of business as it shows equality and no one will be discriminated as the profits and losses are equally divided at the end of the accounting period.

In other words, the partnership is the perfect option to be taken because the shareholders will always share ideas and knowledge in order to gain profit and achieve high productivity time to time. Partnership is also responsible to manage the organization to become more detailed and know the job they need to do in the future.