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UNIVERSITI
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FACULTY OF INFORMATION MANAGEMENT

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SARAWAK

DIPLOMA IN INFORMATION MANAGEMENT

IM110

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT 300

(CAFE & JAMM'S)

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MARCH, 2013

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Mr. Abang Sulaiman,
ENT 300 Lecturer,
UiTM Samarahan,
Jalan Meranek,94300 Kota Samarahan,
Sarawak.
Sir,

Re : Submission of Business Proposal

As a representative of our group,I am proudly to submit to you the completed final business proposal for our group,Café & Jamm's on this date for your evaluation and further action.

2. For us,this subject Entrepreneurship(ENT300) has given us a clear picture on the fundamental of starting a business.We had gathered as many as ideas,information and knowledge related to our business,which we personally felt would have done much use and benefit to us if ever Café & Jamm's become a reality in the future.

3. We realized that it is not easy to become an entrepreneur,what more a successful partner.It takes diligence,innovativeness,determination and perseverance and patience.We once again want to express our gratitude,for all the knowledge that you have been passed on to us as well as your continuous effort in assisting us.In case there is any problem regarding this business proposal,do let us know for further action and correction.

Thank You.



(SITI NURFAIZAH BINTI ISHAK)

Representative of ENT 300 Students.

EXECUTIVE SUMMARY

Café & Jamm's was proposed to be launched on July, 2013. Our vision to continue to support and work in the underground music label, while continuously growing with it. The standard today calls for chill and relax jamming studio. Meanwhile, its mission is to provide a leisure jamming studio and café services to youngsters and musicians at the underground level. Whether they are new to the art of jamming or like the feel and mechanics of a fundamental system, this studio is here to aid in their musical needs. Our business and its supporters strive to deliver an end result that brings satisfaction and pride to the people that jamming here. Our company objectives is to gain as much as sales and profit within the first 3 years of our establishment so that we can predict where and what is our strength to continue doing this business ahead. Our business is located nearby UNIMAS, Banks, Taman Desa Ilmu and Summer Shopping Mall (under construction).

Although our business is about a jamming studio with a café, but then the café is not our main activity and business. The main activity that we do is Users' satisfaction, where we provides them with the best and qualified equipment and instrument of musics which can trigger their creativeness in trying out something new and fresh idea on music industry. Other than that, we also provides service for Guitar Servicing (Re-string, Tuning & Polishing) and Guitar Cable Repair (re-soldering). Presently, our jamming studio is in the introductory stage. It competes primarily based on the services and the better music and equipment provided. Our future plans include developing our services, customers and profit in three years onwards.

We define our market as business music entertainment. The total market size was approximately 1k last year, and is expected to grow by 5% by end of 2013. We currently hold 20% of this market and believe we can capture 80% of it by 2016.

The greatest risks associated with our business today are there are many jamming studio out there, with already have their own regular customer and become favourites to certain group of people. We feel we can overcome these risks because of our jamming studio is one of the most unique studio ever been build especially at Samarahan city area. Our biggest recognized opportunities include our location which is at center of students community, provide specials price and more affordable and besides, we also have our own café under one roof.

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2.0 INTRODUCTION OF MARKETING PLAN

2.1 Marketing Plan

Marketing defined as the activities that are carried out systematically to encourage users to use services that already provided. The first purpose of a marketing plan is to communicate to someone that you have given thought to the marketing strategies you are going to be employing and understand the market you are going to be participating in. The second purpose of marketing plan is to guide to executing your marketing activities. It includes both elements of strategy as well as tactics.

Marketing is a crucial factor that is essential for survival on nowadays competitive environment. In some sense, everything competes with everything else in terms of customers, the labor supply, raw materials and the same channel distribution. Effective marketing starts with recognition of consumer need and then work backward to provide services to satisfy these needs. In this way, we can satisfy customers more efficiently in the present and the anticipate changes in customer more accurately in the future. In marketing it should focus on building long-term customer relationship in which the initial sale is viewed as beginning step in the process, not as end goal.

The principal task of the marketing function operating under marketing concept is not to manipulate customers to do what suits the interest of our business, but rather to find effective and efficient means of making the business do what suits the interest of customer.

We are looking to systematic effort, resources as time, money and manpower to perform well in business. Through a good marketing plan we can overcome this circumstance. By the same time we also need to look into such as location, business conception and promotion and relates all there to each other to develop a successful marketing plan.