



FACULTY OF INFORMATION MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

Diploma in Information Management
(IM 110)

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

WEST KOAST



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13 September 2014

Sir,

Submission of Business Plan Proposal (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation, and financial aspects.

We hope that this business plan that we proposed does fulfill your requirement. Any mistakes or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,

(MOHD NAZRIN BIN MOHD JUNAIDI)

GENERAL MANAGER,

West Koast.



CONCLUSION

West Koast is the first pastry café that serves an authentic French and English pastry and beverages with a little twist of Asian flavour in Kuching or Borneo. Our business is based at The Spring shopping mall. The reason we choose that particular location because there is high demand in the area. The Simpang Tiga area has an international university (Swinburne University) and most middle and high income family live surrounding that particular area.

We choose to do this type of business because the pastry café industry has a potential to grow and there is customer's interest. As the young adult called it 'hipster café', it becomes a popular trend nowadays but there is only a few of the café available here in Kuching. We want to give our competitors a challenge with our presence in the industry. We are confident that this business will last forever as long as we give our customer the best service and high quality foods and beverages.

We prepare this business plan as to study and evaluate the feasibility of the business, to fulfil the customer wants and needs based on quality of product and services. To open this business is just a dream came true to us and we want to be known for our business. Hopefully, we will open more outlets in the future to fulfil our customers outside Kuching.

September 1, 2014

1.0 INTRODUCTION

Company's Name

Five partners under Partnership Act Registered 1961 established West Coast.

Nature of Business

The nature of business is café.

Industry Profile

Our business is owned collectively by partnership, established as West Coast. As a small new company in the market, we focus on serving a high quality of foods, pastries and beverages to satisfy our customer needs. We also wanted to give our customers a good service.

Date of Business Commencement

Our business will start on 30 September 2014.

Location of Business

Our business location is located at The Spring Shopping Mall. We choose this location because there is numerous of a middle and upper class society visiting The Spring shopping mall frequently.

Factor in Selecting the Purposed Business

There are none pastry and café that sell an authentic French and English pastry and food in Kuching.

