



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مِيْاْرَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
CUP O' CAFFE'



CUP O' CAFFE'

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COVER LETTER

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26 SEPTEMBER 2014

Sir,

SUBMISSION OF BUSINESS PLAN

Referring from the above matter, we are students from Diploma in Chemical Engineering, semester 5, MARA University of Technology (UiTM), Kota Samarahan, here submit the business plan report done by us.

2. With this report, we hope that it will successfully complete all the objectives of taking ETR 300 subject.

3. We hope that our business plan will fulfill all the criteria to be a good and systematic business plan and could be an excellent guideline or reference in understanding the business.

Thank you.

Yours sincerely,

A handwritten signature in red ink, appearing to read 'G.' or similar, positioned above a horizontal line.

GABRIEL PUDUN GARISO

General Manager of Cup O' Caffe'

941001-13-6263

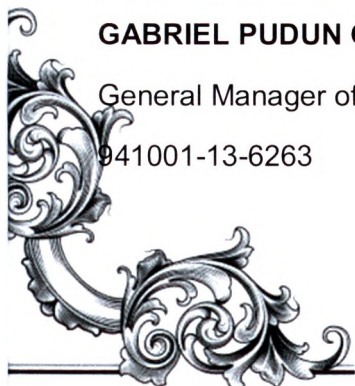




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EXECUTIVE SUMMARY

Cup O' Caffe' was established in the year 2015 with the main product of producing food (pastries, cakes, muffins, cupcake and etc.) and beverages (coffee, latte, chocolate and etc.). Besides food and beverage, the comfort that we are giving is also one of the main source in attracting customers. With all individuals working closely together, we believe in our objective which is based on the 3S (SAVE, SERVICE and SATISFY). Our mission is to become one of the famous café in Sarawak that produce delicious and fresh pastries and drinks for customers, besides providing a comfortable place for customers to eat, rest and relax themselves from tiring works.

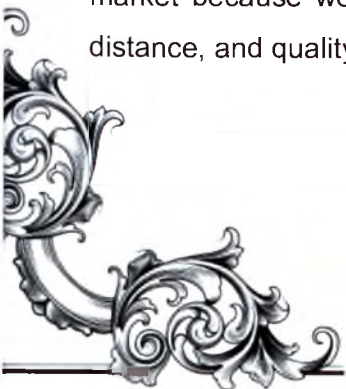
As this is a partnership business, there are five shareholders of this company that is Gabriel Pudun Gariso, Tiffany anak Tony, Nur Syazwina binti Abu Hassan, Nur Amalina Naimah binti Hamidon and NurFatin Haziqah binti Bohari.

Our vision is to be Malaysia's biggest company supplier that supplies pastires to big company such as MAS, AirAsia and so on.

Our top management team is divided into four departments led by the General Manager. The four departments are Administration, Operation, Marketing, and Financial. Each department has their own responsibilities and duties in order to run the business. For financial, we started our business with the total allocation of RM78,640 while each share partner contributed with different particular amount and RM60,000 loan from Maybank.

As for the operation, we have our machines and equipment that we manage to produce all the main product during the daily operation including the process in producing and packaging the product.

Our target market is Sarawak especially area Kota Samarahan because we are initially more focus to students in this area. We also believe we have high potentials in the market because we have the upper hand compared to our competitors in terms of price, distance, and quality.





INTRODUCTION

The store's name, Cup O' Caffe' inspired by the name of the company, Cup O' Caffe' Sdn.Bhd. whereby the company's name is taken from a French word meaning 'Cup House' which is suitable with the product that we are serving. Our main activity is to produce and sell foods and beverages around Kota Samarahan, Kuching. The speciality of our product besides its variety of drinks and pastries, is the material that being used to decorate the shop and furniture used. The theme used in the decoration and furniture of the shop is based on vintage and home comfort. Along the creativity and business orientation, the themes of the shop including our product will make costumers feel at ease, relax and comfortable while chatting and dinning at our shop because our customers relaxation and comfort is our priority in achieving happy customers.

Food and beverage are the most common needs of human. Some say "live to eat or eat to live" but every person will eventually find food. There are many kinds of food and beverage depending on one's needs. The food industry is not a new industry and had emerged for many decades around the world. In Malaysia, it has seen many changes in recent years due to the technology factor, increasing in demands or needs, and due to the changes of taste and preference among Malaysians.

As the advance of processing technology, it has accelerate the production of foods and beverages. The more the advance in technology were used, the more variety of foods and beverages can be produced which can be seen in the making of many types of coffee from variety of coffee machines. In Malaysia, foods and beverages are vary in types from western to eastern style even local style are mostly common here. As demands in Malaysia are increasing, it carries the food industry to a much higher level of cuisine especially to pastries and coffees. The changes and different preference taste among Malaysian and tourists over time is also the factor that makes foods and beverages to a much higher level of cuisine and keeping the industry strong and firm.

However, the industry is currently lack of something that is just not contribute to the customers especially in the aspect of comfort and relaxation. Therefore, it will be new to the

