



**UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
DIPLOMA IN PUBLIC ADMINISTRATION  
(ENT300)  
FUNDAMENTALS OF ENTREPRENURSHIP**

**BUSINESS PLAN**

**LEMONDE**

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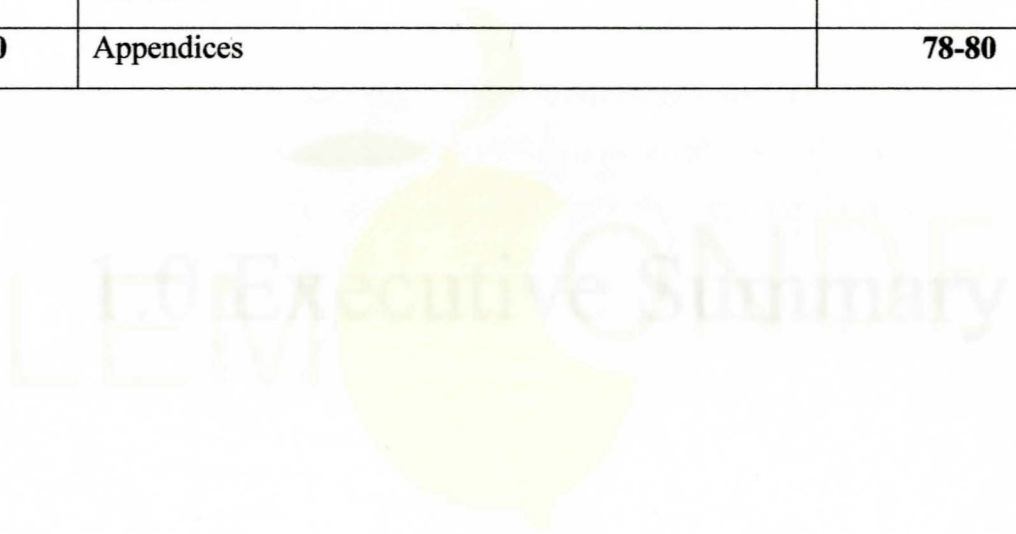
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## 1.1 Introduction

Le Monde is a café located in Lot 1-22 & 1-24, 1<sup>st</sup> floor 1 Borneo Hyper Mall, S-701, Jalan Sulaman 88400 Kota Kinabalu, Sabah that provide foods and drinks based on nutrition because our main product is fruit which is lemon. Le Monde café serves all types of customers whether they young or old it doesn't matter because our main goals is to make people's life healthy and increases the awareness of people nowadays.

Lemon is a nutritious fruit. So we came with a brilliant idea to produce such product that containing lemon's nutrient inside it. People who want to keep their health in good condition can come to our café because we not only provide healthy product but also provides services such as tips how to keep our body always in good condition, teach them how to prepare healthier meals and many more.

Based on the statistic, people across Kota Kinabalu most of them love to keep their body fit and healthier. So we Le Monde café, saw the opportunity that this might have the potential to success. People who likes to keep their health always in good condition can to our café and they also can have in here because we also provides a television where our café will played the motivation videos so that all the customers can watch it.

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## 1.2 Purpose

This business plan is prepared because to convince investors and bankers in order to raise capital and obtaining their support for venture. We need investors in order to raise fund for the purpose of our company management and upgrading. This plan also prepared for our company **La Monde** where we will get the financing it needed in order to start the business. The loan is a crucial part where it will determine our business operation whether it successful develop or not.

**La Monde** has asked from Maybank for a loan up to RM350 000 as a starter for this business. The other RM40 000 will be from the accumulated capital provided by each shareholder of this company where each shareholder has agreed to contribute RM8000 each. The financing will be used to purchase basic equipment such as furniture and fittings, advertising and many more. We will get all this equipment from our trusted suppliers and they agreed to provide us with their best products at the best offer.

We also used this business plan as a guideline to the manager in order to succeed in the business. We have set our target in order to be successful. This business plan will include company background, marketing strategy, operational plan, administrative plan and financial plan.

**La Monde** will fully utilize all the assets so that it can gain profit to the maximum level. The profit that the company gained will be used to pay back the loan. **La Monde** is confident that the company will be able to pay back the loan including the interest payment from Maybank had given to the company.

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1. Primary and full energy to drive towards success.

2. Ability to manage employees efficiently.

3. 5 years of working experience in the industry.

4. Proven & financial skills.