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ENT 300

PROPOSAL CAFÉ AND BOOKS

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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



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1.1 EXECUTIVE SUMMARY

Our company name is CAFÉ AND BOOKS. The business of our company has been decided on the form of partnerships. Each partner has contributed certain amount of capital as agreed in our agreement. Our main business activity is to offer services by selling and renting books as well as re-selling used books and offer services of selling food and beverages in our café.

All partners are encouraged and entitled to participate in all business management. We have agreed that HIXMMIEN ANAK MUJAH is the General Manager and the Marketing Manager NALISHA LAILA BINTI USLAN. CHRISTINA BUNSI ANAK JELIAN is the Operational Manager. SENDY BINTI YONG is the Administration Manager and EURECCA BINTI JADAN is the Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the criteria of experience, skills and ability.

The management team will be led by the General Manager and the other manager will help in other processes. The task and responsibilities of a General Manager is responsible involve in the process of controlling, leading, organizing as well as plan the entire business. The marketing manager will be responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. Meanwhile, the Operation Manager is responsible to the operation of the business as whole. The Operation Manager will supervise, coordinate and make sure the operation of the business is running smoothly. The Administrative Manager will be responsible in doing for all jobs relating to office administration business. This includes the process of selecting the staff, hiring staff, remuneration schedule of salary and wages and also planning the fringe benefits for the staff. Lastly, the Financial Manager will be accountable to handle the financial matters such as preparing the budget, financial statement for expenses, controlling the flow of the money of the organization and also preparing account statement at the end of the accounting period for auditing purposes.

1.5 INTRODUCTION TO BUSINESS PLAN

CAFÉ AND BOOKS that is name of our company that offers products by selling and renting books as well as re-selling used books in order to support the “Green” effort to save the nature as well. We also offer services of selling food and beverages in our café.

Our company is a partnership business that will opening our first branch in The Hills Mall Kuching, Sarawak situated in Jalan Mathies. The shop lot will be divided into two spaces consisting of a bookstore as well as a café. Our bookstore will offer various choices of books from local as well as international publication houses for various genres. En suite our bookstore will be a café which offers light snacks such as sandwiches, chicken wings, burgers and also local favourites such as banana fritters. We will also be selling patisseries, cupcakes and cakes which will be ready-made by our caterers. We will also offer made-to-order tea, coffee and milo blended and as also fresh fruit juices.

This business concept will be a pioneer in the Kuching market as there are no outlets which offer services like this, so far. We hope to cater and provide a place for our patrons to sit, enjoy a book as well as spending time with their family and friends and also to cultivate the love of books among children to young adults by encouraging parents to bring their children to a bookstore.

Our outlet also offers beverages as high quality as those of Starbucks, Bing! and Coffee Bean but with a lower price range to suit demands and needs of our patrons. We will also be offering the service to rent books at a reasonable price to cater the needs of book lovers who are unable to buy a copy of a book they really want to read.