



UNIVERSITI TEKNOLOGI MARA

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
BRIDAL CAFE

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## **1.0 EXECUTIVE SUMMARY**

This business is based on partnership where it consists of five (5) members who hold important positions in the company such as General Manager, Administrative Manager, Marketing Manager, Financial Manager and Operation Manager. We will run this business at Block 5, No.5 Alamesra Kota Kinabalu as it was a new developed area and has gained the attention from the people from all across Kota Kinabalu, Sabah. We seized this opportunity because, it will surely add up the competition and choices for the people to make.

Bridal cafe is a company that focuses on, which is being innovated by our very own ideas. The main idea was to provide Wedding shop with cafe. But since there are too many wedding shop in this area, so we decide to change it to the Bridal Cafe that provide service to customer. We want to make cafe with uniqueness and we want to make our customer come back to our cafe. Our café is very different with other café. To make it more attractive and interesting we also making some rule which is, everyone who come to our shop they need to shut off their smartphone and put it at special place. We do this because we want to create happiness and we want our customer to spend more time with their family and friend.

We are hoping and wishing to make Bridal Cafe able to attract customer. Our business is expected to commence on 2015 and our vision is to make our company a well-known, established and satisfied by our customer in order to make sure our company will attract more customer and franchisee. This will be realized by the full cooperation and efforts among partners to promote company.

We will expected that our business more developed in the near future because, with our innovation and creativity. This will be give us more profitable and stables in the long run.

## 1.1 INTRODUCTION

- **Name Of Company:**  
BRIDAL CAFE
- **Address:**  
Block 5, No.5 Alamesra, Kota Kinabalu, Sabah, Malaysia
- **Service/Product :**  
CAFE
- **Target market:**  
Couple, Married Couple and Family
- **Facilities :**  
Parking lot, Bank , Shopping mall , University , Hospital , Mini Putrajaya , Bomba
- **Concept :**  
Product & Services
- **Future prospect of the business:**
  1. Expanding the business by opening more branches
  2. Expand the business marketing to other state in Malaysia within 5 years and worldwide within 10 years
  3. To increase 4% of sales in every years for the first 3 years
  4. Improve in services

## 1.2 COMPANY / BUSINESS BACKGROUND

<b>Name of Business / Company</b>	Bridal Cafe
<b>Address</b>	Lorong 9 ,Block 5,No.5 Alamesra , Kota Kinabalu
<b>Telephone No.</b>	088-141995
<b>E- Mail</b>	<a href="mailto:Bridalcafe@yahoo.com">Bridalcafe@yahoo.com</a>
<b>Form of Business</b>	Partnership
<b>No. Company Registration</b>	00191214-T
<b>Date of Commencement</b>	2 <sup>nd</sup> July 2015
<b>Date of Registration</b>	15 <sup>th</sup> August 2015
<b>Fax No</b>	088-142506
<b>Name of Bank</b>	MaybankBerhad
<b>Account No.</b>	1100-2526-1419