



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
CAFE DE LIBRIA

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TABLE OF CONTENT

No.	Contents	Page
1	Letter of submission Table of content	2 – 3
2	CHAPTER 1: INTRODUCTION 1.1 Executive Summary 1.2 Acknowledgement 1.3 Business Plan Purposes ➤ Vision ➤ Mission 1.4 Company Background ➤ Logo Description 1.5 Partners Background ➤ Partnership Terms Agreement ➤ Executive Background 1.6 Location Of Business	4 5 – 6 7 7 8 9 – 16 17
3	CHAPTER 2: ADMINISTRATION PLAN 2.1 Introduction To Administration Plan ➤ Business Vision ➤ Business Mission ➤ Business Objectives 2.2 Organization Chart 2.3 Administration Personnel 2.4 Task And Responsibilities 2.5 Schedule Of Remuneration 2.6 List Of Equipment 2.7 Administrative Budget	18 19 – 20 21 22 23 24 25 26
4	CHAPTER 3: MARKETING PLAN 3.1 Introduction To Marketing Plan 3.2 Marketing Objectives ➤ Setting Marketing Objectives 3.3 Product or Services 3.4 Target Market ➤ Market Segmentation 3.5 Market Size 3.6 Competitors 3.7 Sales Forecasting 3.8 Marketing Strategy ➤ Product Strategy ➤ Pricing Strategy ➤ Place Strategy ➤ Promotion Strategy ➤ Advertising ➤ Sales Promotion 3.9 Marketing Budget	27 28 28 – 29 30 – 31 31 – 32 32 33 34 35 – 38 38

CHAPTER 1: INTRODUCTION

1.1 EXECUTIVE SUMMARY

INTRODUCTION

Café de Libria is a start-up bookstore at Alamesra, Kota Kinabalu area. This bookstore is the first concept of book café introduced in Sabah. This bookstore provide used new and used books in variety types of genre. It is the goal of the company management to acquire local market share in the bookstore industry through a strong selection of products and an environmentally friendly bookstore that encourage browsing and reading

COMPANY

Café de Libria will be a partnership corporation. The company will be jointly owned by Mohamad Nadzrin Zainurin, Amer Shahjehan Hassan, Esther April Linus, Kathleen Louis, Dorinda Ozianne and Nurul Shazerra Azlie.

The bookstore will be located in strategic section at Alamesra. This location is well known for its on-going development and it is the most suitable places as it is located near universities and colleges. Our facility is a new shop lot and has enough space to accommodate our business layout.

PRODUCTS/SERVICES

Café de Libria will offer a wide range of new and used books and also educational references and other reading materials. Café de Libria will also will provide a services for the disabled people to help them reading as other people. There will be and audio book services provided and also a book review on certain books to help people get to know the book contain before buying it. As it is the first book café concept in Sabah, there will be a café provided with some beverages and foods. People can use the café while they have time to read some reading materials or as a discussion place for students.

MARKET

The bookstore industry in Sabah is yet to be fully explored. The market dominated by local, small stores and regional chains. With branded and well known book store such as POPULAR and Times, they have the upper hand in the market share. This will be a challenge to compete with such branded book stores.

To create viable position in the market, the company chose to do used books segment. This is because, the big companies does not generally attracted to this kind of concept. This will help our company to compete and enter the book industry as this concept will favour the local bookstores such as our own bookstores. In addition, our specific target market will be able to help the company to have it continuity in selling our product in the market.

FINANCIAL

Our start-up expenses come from each owner contribution and loan and there is also assets from each owners. We are expecting to be operated at a loss for the first couple of months of business before advertising take effect and draw in customers.

BUSSINESS PLAN OBJECTIVE

- To evaluate the project liability, market sales, demand, and potential of our business to open a new branch
- To identify any possible problems and then try to find out the best method to solve it
- As a guidance for the management department to supervise this business progress
- To allocate the business resources as efficiently as possible
- To estimate the costs and sales of the business

The BookCafe

1.2 ACKNOWLEDGEMENT

First of all, we would like to thank our ENT 300 lecturer, Madam Nabila Azwa for her support, guidance and advices in completing this assignment. She had been great lecturer that managed to give us positive feedbacks concerning our project regardless of her time limitations at the same time tolerate with our attitudes.

Many gratitude to our parent for their support physically, mentally and in material aspects while doing our business plan for Entrepreneurship course and also to all our course mate for the brilliant and creative and sometime out of mind ideas while doing our task. Not to mention heartiest congratulations to all six partners of Café de Libraria for well cooperation, patience, faith, trust and supports mentally as well as physically ever since the beginning of our business's plan started until the very last day of submission. Without all of the hard work from every partner, it was easier said than done in completing our group's assignment.

Last but not least, by applying of what we have learned in Entrepreneurship course, our minds and souls exposure to the significant of entrepreneur become clearer. We believe that our business proposal is one step ahead to venture the real world of entrepreneurship.

1.3 BUSINESS PLAN PURPOSES

Vision

- To be the first book café concept store in Sabah
- To be the leading bookstore in providing reading materials in Sabah
- To open own branch in Sabah 5 years onward.

Mission

- To provide resourceful and reliable books to customers
- To provides a full services of reading materials for students
- To be able to satisfied our customers demand in terms of the variation of books that sold
- To give good quality of services for customers that came to our store
- To investigate the shortage of other bookstore and improve it in Café de Libria