



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN
STARDUCK ROASTED CAFE

PREPARED BY

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Executive Summary

This business is based on partnership where it consists of five (5) members. The members consist of the General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial. The business capital is amounted to RM 133,670.00 where the total contribution by General Manager is RM 49,800.00, Administration Manager is RM 20,329.00, Marketing Manager is RM 21,999.00, Operation Manager is RM 21,262.00 and Financial Manager is RM 20,280.00.

Starduck Roasted Café is a business related to the Halal duck. Our target market focus is for the people who like to try duck cuisine in Halal way. This is because it is very hard to find a halal duck in the market. So we would like to become a leader in producing a halal cuisine based on duck.

Our business will be expected to open on 2013 and our vision is to be a successful and a well-known café that provides halal duck dishes for people in Sabah by the year 2023. This will be realized by the full commitment and cooperation among the partners to achieve the vision of this business.

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INTRODUCTION

Starduck Roasted Café is a partnership of company that are fully owned by Bumiputera. Our café will be operated in Sabah whereby we will be serving dishes based on Halal duck. This is the company that built on teamwork and hard work with several individual that equipped with broad knowledge and experiences in business world. There are 5 person that have been decided to opened up this business:

1. Mohd Ebdazief Abraham
2. Norasima Hussin
3. Fazilah Jaafar
4. Nur Aishah Basar
5. Siti Noorsyafiqah Sirat

Our business will be located at Anjung Senja, Kota Kinabalu, Sabah. Reason on choosing this place is because it's easy for us to buy our inventory and café's supply because Anjung Senja is located at the centre city.

BUSINESS PLAN PURPOSES

1. To identify problems that we may face and solution for the problems.
2. To allocate what are the business resources.
3. The estimate necessary cost and sales of the business.
4. To evaluate project viability and growth potential.
5. To add the number of bumiputera involvement as an entrepreneur.



BUSINESS BACKGROUND

Name of the business	: STARDUCK ROASTED CAFE
Nature of business	: Retail (food beverage industry)
Address	: Lot 25, Anjung Senja, Jln Tun Fuad Stephen, P.O.Box 12159, 88823 Kota Kinabalu, Sabah
Telephone	: 088-713124
Email	: StarDuck@gmail.com
Website	: www.facebook.com/StarDuckRoastedCafe
Form of Business	: Partnership
Main activity	: selling a variety of halal duck dish and take order for Catering.
Initial capital	: RM 133,670.00
Business loan :	:
Bank	: Maybank
Date of registration	:
Date of commencement	: still in the process of registration