



اَبُو سَيِّدِي سَيِّدُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

CAFÉ BAH! SDN BHD



CAFÉ BAH!

SINCE 2000

NASI 7 BENUA WITH ICE LEMONADE

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ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this project report. This project report was prepared for subject Entrepreneurship Study (ENT300), Universiti Teknologi MARA (UiTM).

Special appreciation goes to our lecturer, Madam Thahira Bibi T.K. Muthu Koya Thangal for her supervision and constant support. Her invaluable help of constructive comments and suggestions throughout the project works have contributed to the success of this project. We take this opportunity to express our gratitude to the people who have been instrumental in the successful completion of this project.

This cooperation and support received from all the team members including Muhd Azhar bin M Ikhsan, Surayya binti Abu Bakar, Syaminisa binti Nazri, Syasya Umira binti Shahrin and Umi Alya Farhani binti Mohd Asy'ari who contributed and are contributing to this project, was vital for the success of this project. We are grateful for their constant support and help. Without our cooperation and guidance this project would not have materialized.

Last but not least, deepest thanks and appreciation to our parents, family and others for their cooperation, encouragement, constructive suggestion and full of support for the report completion, from the beginning till the end. Also thanks to all of our friends and everyone that have been contributed by supporting our work and help during the project progress till it is fully completed.

Thank you.

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EXECUTIVE SUMMAR

Cafe Bah! Sdn Bhd is a start-up business that provides a special set menu which is “7 Benua” rice with ice lemonade. The unique name was created as an idea of combining 7 different types of rice in one dish with a crispy fried chicken and spicy ‘sambal’ with ice lemonade as beverage. Our main objective in running this business is to provide an opportunity for all communities to taste the variety of rice that exist in Malaysia.

Moreover, one of our mission is to sell this special dish with a cheap and affordable price that is comparable to its quality, taste and deliciousness. While the crucial vision in our business is to be known as the best place in serving the best lunch food.

Furthermore, our business also has sufficient and well-organized administrative members for every sector such as manager, administration, marketing, operation and financial. The team cooperate and work very hard to manage the business and to gain more profit for every sale.

Cafe Bah! Sdn Bhd is a partnership business that located at Sabah and we believe that Sabah is the best location for us to achieve our target. Most of the residents there are from medium range income and we provide the best price for them. Hence, we can clearly see our opportunity that our business has the potential to success in the future if we managed it efficiently.

Café Bah! Is a café business that provides one type of meal combo with variety of drinks. The word 'Bah' is used as trademark because the word is usually used by the people who live in Sabah. This café is established in the middle of 2018. This business is located at Off Coastal Highway, 88100 Kota Kinabalu Sabah.

Coastal Highway is a place that always have a huge amount of people which are tourist from another country and the local people. So, students, families and locals can come as this place is in the center of Kota Kinabalu. This business in mainly focus on food services as the nature of our business.

For our daily operation, we decided to operate 12 hours per day. This café will open for people during their lunch hour so people and local can enjoy their meals during rest time. From time to time, we will find new strategies to attract more customers and making them loyal customers.

Food & Beverage Services Industry in East Malaysia (Sabah & Sarawak) was estimated around RM4.79 billion (2017).

We decided to run a business under food services because we can see that this kind of business give a big return of profit. We aim to provide the best services towards our customer. Introducing new meals to the locals also one of our factors why we wanted to start this business. Our firm would be leasing out spaces for entrepreneurs who are interested as we aim to yield opportunities for the to start their business.

In the future, we aim to establish a few branches in major cities in Sabah in the next decade. Introducing new food from the west of Malaysia as well as local food into this state also one of the foreseeable future once our sales reach a desire level.
