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UNIVERSITI
TEKNOLOGI
MARA

**GROUP ASSIGNMENT
BUSINESS PROPOSAL
"KO-P Point CORPORATION"**

FUNDAMENTAL OF ENTREPRENUERSHIP

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SUBMISSION DATE:

17 JANUARY 2021

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EXECUTIVE SUMMARY

Ko-P Point Café is a coffee shop which offered various type of coffee from all over the world and located at busiest place Langkawi. The café is operating since there are partnership who are providing the capital and creative ideas. Besides that, the supplier is one of the biggest company which provides the best and high quality of coffee beans for the business. The main activities of the business is providing the best taste of coffee and services to the customers which hit their expectation. Other than that, marketing use by Ko-P Point Café get to attract customers to visit the café.

The value proposition is to provide a comfortable environment and ensure become the best among the competitors. The product offer is different from the competitors. It is because other coffee shop offer normal types of coffee while Ko-P Point Café offer those rare coffee which hardly can be find in Malaysia. At the same time, Ko-P Point Café maintain their customer relationship by coming out with membership loyalty, loyalty cards and getting feedback from customers.

Despite of planning the whole process, Ko-P Point Café customer segmentation are focused on coffee lovers, local customers and foreigner who come for holidays, this is because they are the main community which will help us gain profit when they spend their money at our Café. All the resources play their roles to ensure the business run smoothly without any problems and shortage. The distributor channel helps in gaining recognition from the customers. Other than that, planning the company financial by having a cost structure. Lastly, having a good pricing strategy which help in generating income and get people to invest with us

A business need to plan a strategy in order for them to improve the marketing and for the customer to stay loyal with the product. The company need to do a few things to get a strategic marketing plan which will be communicating with the users either in person, on the phone or by a feedback from the app so that the company can identify which part of the service that will be needed to be improves. There is some marketing plan strategy that include in this plan which is service, pricing, promotion and place that will be needed to be consider to achieve a better strategy. Marketing is important to identify the improvement that needed to be made for the company to attract more of the customer from the market. The operation the service plays an important part in an organization where the company will give the best quality of services to the customer. The company must make sure that the operation of this service is going following the planning process of the company so that the customer will be satisfied with the service provided

Lastly, the most important part is the financial planning. This part will determine either the company can achieve its goals or not. The company can set a target for the next coming year of profit and how much that the service needs to be ordered to meet it targets. Every type of information is important in the financial planning because it will give the company knowledge for them to improve the business planning. Furthermore, the company can also estimate the expected sales for the upcoming year based on the performance and acceptance that the company will receive from its user. Financial plan plays the role as a guideline in the company to run the business properly when the company implement the project. To conclude, the company can avoid from facing a deficit or loss in its financial. If they can avoid that, it shows that the company can meet its goals and performing even better for the business in the future.