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**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**GROUP REPORT**

**EATS & CO PARTNERSHIP BUSINESS**

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## **EXECUTIVE SUMMARY**

The interest of consumers in the café house industry is sweeping the country. E4ts & Co is positioned to bring this to the Kuala Lumpur area. To date, it has been confined to the Central and East areas.

E4ts & Co will provide a friendly, comfortable atmosphere where the customers can receive quality food, service and entertainment at a reasonable price. The cafe house will offer a variety of choices to the customers. Pastries and coffee of all sorts will be offered. Breads, sandwiches, toasts and desserts also will be available. E4ts & Co will serve breakfast, lunch and dinner. The interior design of the building will focus on projecting a relaxed atmosphere. E4ts & Co will be divided into different areas. Some will have tables and chairs; another will have large antique stuffed couches and chairs, end tables, coffee tables, bookshelves filled with books and magazines, tiffany style lamps and braided rugs. A PA system will be installed so that the music and entertainment can be heard throughout. A large selection of table games will be provided.

There will be nightly entertainment featuring acoustic jazz, blues and folk music. On selected nights there will be poetry readings and an open microphone. The walls will be used as an art gallery, and from time to time, there will be an artist in residence. The site contains a 3,525 square foot building which was used as a sports bar and restaurant. The building has substantial parking. Remodelling will consist of removing the existing booths, new carpet and some new furniture. The kitchen and bathrooms will require only minimum remodelling. The property is currently zoned for restaurants.

The area comprising a three-mile radius around E4ts & Co is heavily populated with young, upwardly, mobile persons with expendable income. This is complemented by much upper middle class "Baby Boomers" who are a large portion of those persons who frequent coffee houses. A strength which this business will possess is the ability to change with the times. Rather than limiting future opportunities by having a small area, Eats & Co will have 3,525 square feet of space and a kitchen designed for

flexibility. As the fad of cafe houses fades, E4ts & Co will be able to change to a full course restaurant or whatever the situation calls for.

Advertising and promotion will take a few avenues. First, flyers will be distributed in the neighbourhood. Ads will be placed in the target areas of the Jaya's Grocery, and the local neighbourhood newsletters. For businesses in the area, menus will be distributed, and ordering will be available by fax. A customer mailing list will be developed with a calendar of events being mailed on a monthly basis.

Overall management will be the responsibility of the owner. The owner brings to the business over 20 years of business experience, including over five years in restaurant management and five years in directing a multifaceted non-profit housing program. The general manager will have a minimum of 10 years' experience. A major emphasis of E4ts & Co will be to hire economically disadvantaged or at-risk persons and provide them with job training.