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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS ON ENTREPRENEURS

ENT 300

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FACULTY : ART AND DESIGN (GRAPHIC AND MEDIA DIGITAL)

CLASS : 4B

COURSE CODE : AD111

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COMPANY'S NAME : BANAFSHA CAFE

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EXECUTIVE SUMMARY

Banafsha Cafe is a small company located in the Kemaman area of Terengganu. Banafsha Cafe is also well known by the people of Kemaman. This small enterprise offers a wide variety of Western food as well as a wide variety of delicious water. Among the water that received a lot of response is Mango Smoothies water among the residents of Kemaman.

Furthermore, the service provided by Banafsha Cafe is also very good. Therefore, this enterprise can continue to grow forward till now. What used to be just a small company, but now it has grown big and is in demand from the people in Kemaman. This cafe is also always a choice among young people if they want to eat or just spend time with friends. The price for each meal at Banafsha Cafe is also very reasonable and popular. Although, the price is cheap, but the quality of each dish is very satisfied among customers who have bought it.

Banafsha Cafe also attaches great importance to the preferences of its customers. Therefore, this cafe always uses quality goods to prepare the best menu for each customer. The dishes offered at this cafe are suitable for teenagers and adults.

ENTREPRENEUR PROFILE



OWNER & BUSINESS PROFILE

NAME : Haikal

COMPANY NAME : BANAFSHA CAFE

YEAR ESTABLISHED : 2016

CONTACT NUMBER : 013-9283908

ADDRESS : 4997-1, Jalan Taha, Kampung Gong Pauh, 24000 Chukai, Terengganu

WEBSITE : <https://www.facebook.com/banafshacafe/>

COMPANY'S BACKGROUND

At first, Banafsha Cafe was just a regular and small food stall. Haikal, manage this cafe business from below. The stall originally offered a nutritional menu of Western food and fruit juice water dishes and more. Apart from that, the offer offered for each meal in this cafe is also very affordable and worth the quality given by the cafe. Due to Haikal's relentless attitude, Banafsha Cafe is increasingly known by the public. This cafe is also thriving to this day. Next, as the cafe flourishes, the demand from customers also increases. The dishes prepared in this cafe are very well received by the public. Western food dishes are prepared as well, very tasty and to suit the tastes of the customers. This cafe is able to maintain the quality of dishes prepared for each customer very well. Because of this, this cafe is able to continue to thrive and get a place in the hearts of customers to be the place of choice to eat.