



Faculty of Computer and Mathematical Sciences
UNIVERSITI TEKNOLOGI MARA KELANTAN
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ENT300



BUSINESS PLAN (BEANY CAFE)

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of five (5) members which hold important positions in the company such as General Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM600,000 where the total contribution of each member is RM100,000 and the rest RM100,000 is from Bank Islam's loan. Caramel Macchiato coffee is one of the best sales and popular among customer at our Beany Café. Beany Café with the tagline "Coffee 4Liferrr" is located near with Bandar Baru Bangi address: Beany Café, Bangi Sentral, 43650 Bandar Baru Bangi, Selangor.

Beany Café is a company which focuses on food and drink production in Malaysia. Coffee and dessert are one of the most popular among teenager especially someone who are in love with something sweet. Differences in size and categories make it more affordable for everyone even students. Dessert at Beany Café always attract our customer because the size and shape make this dessert looks interesting and suitable to serve for any occasion. The light and sweetness of chocolate gives opportunity to this dessert to be one of marketable product as people love something sweet especially the ingredient is chocolate. Moreover, the simple steps and ingredients give a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in Malaysia.

To make it more attractive and interesting, we decide to make some innovation by implying our creativity and modern element in coffee and dessert. Nowadays, design is one the important thing in any product because the unique product making more customers attract with dessert at Beany Café. We have done some research that Malaysia that Malaysia is one of developed country and it quite busy during day time. Normally people who work during office hour and students do not have much time for breakfast. So, with our new innovation, our customer can buy our coffee in a cup of bottle and can keep in their refrigerator and bring to their work or school. We also attract our customer during lunch hour because they come to relieve stress with our coffee and dessert. The peaceful environment at Beany Café can help them relieve stress with their work while enjoying coffee.

Based on the objective above, we are venturing into drink and food industry. Beany Café production has potential of being profitable business if it is done with more Beany Café branch in a large scale and systematically managed. We will expect that our Beany Café business will become more developed in the near future because with new innovation in our coffee and dessert, the demand will increase not only during any occasion but it might be a new daily routine for our customer to bring their coffee at work. This will give more advantages for our business to make a product more profitable and stable in the long run.

INTRODUCTION

- **Introduction of The Business**

Name of the business	: Beany Cafe
Nature of Business	: Restaurant Industry
Industry Profile	: Beany Cafe is a partnership business which has been founded in 2020 in Bandar Baru Bangi, Selangor. Beany Café is basically a café centre for all caffeine enthusiasts. There will be many kind of coffee there, such as affogato, Americano, latte, mocha, cappuccino, double espresso. Otherwise, we also offer some dessert such as cake, muffin, pavlova and many more.
Business Location	: Bandar Baru Bangi
Date of commencement	: year 2020
Factors in selecting the proposed business	: a) We want to provide a variety of coffee to all caffeine enthusiasts. We want to make someone that doesn't like coffee become a coffee lover. Moreover, there is no any café at the arena that we will be operating. Otherwise, it also can be a place to have a gathering or a place to study. b) Otherwise, we also want to create a business opportunity to the people in that area.
Future prospects of the business	: a) We are targeting to open many more branches in this country. We also want to sell many more menus in our café. Our future prospect for this business is to make everyone loves coffee and know that coffee has much benefit. b) We want to serve many new types of coffee. We also want to create a new recipe of coffee and serve them to the customer.

- **Purpose of Business Plan**

1. It allowed the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. The business plan can shows the entrepreneur the potential of the business and it can be a guideline for the business management.
2. The function of a business plan is to convince relevant parties of the investment potential of the project. Business plan provides information related to the operation, administration, marketing and financial condition of the business. Therefore, the potential investors can get the overall view of the business conducted.
3. The business plan helps the entrepreneur in terms of financial management of the project. This is because the entrepreneurs have stated all the cost to operate the business. Therefore, he or she can manage the budget to financing the business.

- **Business Background**

Name: Beany Café

Address: Beany Café, Bangi Sentral, 43650 Bandar Baru Bangi, Selangor.

Telephone Number: 019-55093626 / 09 6558546

Fax Number: 06-4519862

Email: beanycafe@gmail.com

Form of business: Partnership

Date of commencement: 20th January 2020

Date of registration: 28th December 2019

Business Registration Number: Bank Islam

Bank Account Number: 0326-2653-1595-5462

- **Business Logo**



Company's Name: Beany Cafe