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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

SEASON'S CAFÉ

PREPARED BY

FACULTY OF SCIENCE ADMINISTRATIVE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

AM1104E

PROJECT TITLE : BUSINESS OPPORTUNITY ON SEASON'S CAFÉ

GROUP MEMBERS :

NAME	ID NUMBER
AKUILA ANAK UGAK	2017242762
EUNICE NATHANIA JELEMBAI ANAK JALANG	2017242812
EVANGELINE ELVINNA ANAK CHRISTOPHER RIGEP	2017200854
JESSY SUPANG JOHN	2017255038

PREPARED FOR

MADAM SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE

21 MAY 2019

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1.1 SUBMISSION LETTER

Season's Café

Diploma in Public Administration,

University Teknologi MARA, UiTM Campus Samarahan 2,

Jalan Datuk Muhammad Musa,

94300 Kuching,

Sarawak.

Madam Siti Mardinah binti Abdul Hamid,

Universiti Teknologi MARA, UiTM Campus Samarahan 2,

Jalan Datuk Muhammad Musa,

94300 Kuching,

Sarawak.

Madam,

SUBMISSION OF BUSINESS PROPOSAL

Regarding to the above matter, I, Evangeline Elvinna anak Christopher, the general manager of SEASON'S CAFÉ represents my group members in submitting our business proposal for your review and further action. As mentioned above, our partnership business has completed our project successfully on time and this booklet have been submitted for further evaluation and review as required in completing the course ENT300.

Season's Café business partners are mentioned below:

- | | |
|---|------------|
| 1. Evangeline Elvinna anak Christopher | 2017200854 |
| 2. Eunice Nathania Jelembai anak Jalang | 2017242812 |
| 3. Jessy Supang John | 2017255038 |

1.3 EXECUTIVE SUMMARY

Season's Café is a food business or cafe that selling deserts which specialized in making homemade ice-cream and baking pastry. Our cafe will offer various type and flavours of ice-cream to choose from. Seson's Café also will offers scrumptious pastry suh as pie and tart to our customers. Our customers can choose whether to enjoy it with our homemade ice-cream or with hot drinks as it sides. We decide to open this business because people like to folow on catch up on any trending related in social media such as the type and flavours of food. Customer also likes to eat sweet dishes and like to spend their time at cafe with friends or family members.

In our cafe, we will design it with a suitable design so that customers interested to come to our cafe. Based on our café names itself, we offer a place that gives a warm presence based on four seasons decoration in the world. Besides, our cafe also prepare WiFi, air-conditioner and comfortable place like table and chair for customer to spend their time. We also will play a relaxed songs so that our customers will not feel that our cafe are quiet.

Our business is in the form of partnership, which consists of 5 members. Our business will be fully operated on 1st January 2020. Our business will be operating at Aiman Mall. Every partners are entitled to take part in business management and we agreed to appoint each of the partners as stated below:

NAME	DESIGNATION
EVANGELINE ELVINNA ANAK CHRISTOPHER	GENERAL MANAGER /ADMINISTRATIVE MANAGER
AKUILA ANAK UGAK	MARKETING MANAGER
JESSY SUPANG JOHN	FINANCIAL MANGER
EUNICE NATHANIA JELEMBAI ANAK JALANG	OPERATIONAL MANAGER

1.4.3 INDUSTRY PROFILE

The Malaysian's food and beverages industry has grown due to many demands that often to eat dessert. With the existence of this homemade ice-cream, it gives benefits to many people as they like to have something delicious and sweet at the same time it is follow the trend nowadays. The industry also has given the opportunity for us to open the business based on pastry that keep on growing day by day. Our company hope that with the uniqueness of our homemade ice-cream and pastry can lead us to our targeted profit in the future. Besides, our company choose this business is because we found that population of community in the area where we choose increasing. Most of the people are dual income family which means both-of their parent are working. When both parent are working, their income also increases. Most of the population in this area also is among the students. This will make our business more profitable as they can afford to buy our products.

1.4.4 FACTOR IN SELECTING THE PROPOSE BUSINESS

Our company want to start this business because based on our observation, there is less competitors in selling homemade ice-cream in Kota Samarahan. Besides, we believe that our company will gain more profit since we have less competitors especially in our business area which is Kota Samarahan. Other than that, we provide variety flavours of ice-cream which a kind of trendy nowadays. As we know, people love to have something new and trendy especially dessert like ice-cream combination with pastry. This situation will become profitable for our company.