



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

STARBEAN CAFE SDN BHD

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20 FEBRUARY 2002

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BUSINESS PLANNING

Synopsis of the project

We as a UiTM students must completed this subject to get the diploma. So, we have made a survey and make our observation in order to fulfill this subject (ETR 300) requirement. In our process to finish this project there are so many aspects should be faced especially the co-operation among group members .This paper also makes us indirectly involved and bravely to exposed ourselves in a world of entrepreneurs that's usually monopoly by others.

To make this become reality, my friends and I have made a decision to open a café that is specialized in coffee maker and some western foods. We are not a franchise from any coffee house like Coffee Beans, Starbucks or Dome but we are try to become our own style that can attract and famous more than them. We want to stand by our own leg and be establishing by our own effort. We also plan to open up more franchise of our company around Malaysia and break all others coffee house.

This company is a private limited company and all of us contribute a same amount of capital which is RM 40,000.00 each .Our authorized capital is about RM 500,000.00 and the remainder we will loan from MALAYAN BANKING which is amount RM 250,000.00.

BUSINESS OBJECTIVES

As a bumiputera , we have our own goals that need to achieve and we have our certain objectives to make sure this business to become success . The objectives of our company are :

- To proof and give an example to the youngster that we as a Malay also can be a success person if we try and changes our life with a good effort and exert to be at the high level of a successful entrepreneurs
- To introduce a new style of restaurant and a variety of coffee in Alor Setar
- To make the customer more comfortable to have a chat with their friends and enjoy the cheerful background
- To give challenge to others café to make them improve in their services and meals
- To make a good profit since it have a great future to this new millennium and improvement in daily income

BUSINESS STRATEGY

In order to be a well known café, we have made the suitable strategy that we think can attract the customer come to support us. The strategies are:

- Fulfill the customers need and give them a satisfaction
- Give an effective and efficient service
- Try to practice a new idea that can improve the business
- Alert to the all changes and competitors
- Give a good competition that can give us more spirit to success
- Help a new workers and give them a morale support to make sure this business can run properly
- Search for additional acknowledgement to stabilize the business
- Give a chance to the customer to give their opinion
- Make a good promotion to increase the sales
- Always clean and tidy because we are serve in foods and drinks