



UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI
ETR300

DA' WEST-LIFE CAFE'

PREPARED BY:

NORFARIDAWATI BINTI IBRAHIM

ROHAIZAD BINTI MAHAMAD

WAN NOORHASLINA BINTI GHAZALI

MARIANI BINTI MAT ISA

NORKHUZAIMAH BINTI ISMAIL

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PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)

UNIVERSITI TEKNOLOGI MARA

Kampus Sungai Petani

Peti Surat 187

08400 Merbok

KEDAH DARUL AMAN

No. Fax: 04-4574355

No. Tel: 04-4571300

E-mail : art77@kedah.itm.edu.my

Surat Kami : 500-KDH(MEDC.15/2/1)
Tarikh : 08/01/01

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah :

1. NORFARIDAWATI BT. IBRAHIM
2. ROHAIZAB BT. MAHAMAD
3. WAN NOORHASLINA BT. GHAZALI
4. MARIANI BT. MAT ISA
5. NORKHUZAIMAH BT. ISMAIL

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MOHD. AZHAR OSMAN

Koordinator

b.p. Provos

Introduction Business Plan ETR

According to the subject above , we from DIB Part 05 want to pass up our business plan. We open the western food that we give name Da'West-Life Café. Our business we will be operating at Central Square Sungai Petani, Kedah.

We would like to thank to all person especially our parents, our lecturer Puan Normala Ismail, our members group, friends and our seniors that help and give support to us to prepare the business plan. Without them we cannot finish our business plan succesfully. Lastly, we hope our business plan can be a reference and as guidline to other person in the future.

EXECUTIVE SUMMARY

DA" WEST-LIFE CAFÉ is based on food. Our business is focusing on western style. As we can see, nowadays people like to try something new and differences to satisfy themselves. Therefore, we take the opportunity to enter to this business.

Our business is form by partnership. There are 5 partners in the business. The general manager is Norfaridawati bt Ibrahim, the administration manager is Wan Noor Haslina, the marketing manager is Rohaizad binti Mahamad, the operational manager is Mariani binti Mat Isa and the financial manager is Norkhuzaimah binti Ismail. Our business capital is RM 380854.50. All partners have contributing an equal capital to the business that is RM 76170.90. There is no provision in loan. All the partners have quite good academic qualification and also an experience in working. We also have 2 chef and 3 waiters.

The allocation of our business is at shopping complex, G2-G3, ground floor, central square, 08000, Sungai Petani Kedah. We choose the central square shopping complex as our location because good space for the manager to work. We had bought some fixture and fitting and some

computer to clean out the task smoothly. For the store we have set a good enough space for keeping stock.

For the marketing plan, we had decided to do something power marketing strategy. There are signboard, pamphlet and banner. Our target market is based on geographic, demographic, psychographic. The total forecasted sales for the first year are RM 315000.

For the operational plan, we had opened the shop for six days in a week. It was from Wednesday to Monday, from 5.00 PM to 4.00 AM. Our shop is closed at Tuesday . We also decided to make renovation for our shop are in western concept. For the purchase of the stock, we decided to purchase the goods every month in a year from our suppliers. We provide chicken chop, beef steak, black papper steak, fish and chip, nuggets and so on.

The lowest price that we sell is RM 1.00 and the highest price is RM 7.00. The margin we took is about 50% from goods.

For the financial plan, we get the profit about RM 9333.10. Our profit is increase by 50% in second year and 10% increase in third year.