



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI**

INTRODUCTION TO ENTREPRENUERSHIP ETR300

TUTTY FRUITY CAFE

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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 di kendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

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Pelajar-pelajar berkenaan ialah:

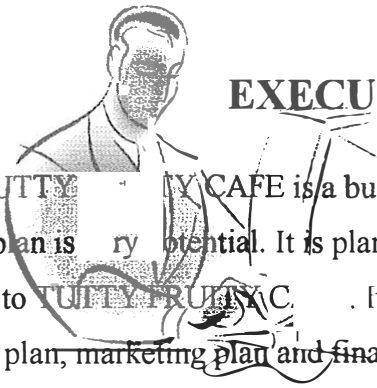
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Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
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EXECUTIVE SUMMARY

TUTTY FRUITY CAFE is a business that provides services that based on fruits. This business plan is very potential. It is planning the purpose of a getting a loan and as a guideline to TUTTY FRUITY CAFE. It is consist of introduction, administration plan, operation plan, marketing plan and financial marketing.

In introduction, it gives information about background of partners, partnership agreement and location of business. It state date of commencement and also potential of the business. We agreed to choose Lagenda Height, Sungai Petani as our location. Beside that, it state together is a complete map of TUTTY FRUITY CAFE located.

Administration plan is a plan which is to ensure that the administration and managing the admin is always in the best performance. It is to manage the expenses of the administration. Also how to develop a caliber and able to do a good job, to ensuring the organization is concern about workers welfare.

Marketing plan is to plan a promotion in order to attract customers and allocated a budget for it. Planning a market share and allocate market size as to forecast a sale for 3 years. Target market and market analysis also create to identify the market for our business either it has a great potential or vice versa.

On operational plan, it is for the operation of business smoothly and clear. It show a budgeted of operation need to operate TUTTY FRUITY CAFE business. It's also plan to ensure customers satisfaction and plan to manage cafe and expenses better.

Financial planning is important in running the business. Financial planning at TUTTY FRUITY CAFE is a plan to ensure the cash flow of money is allocated. And it is to show when a partnership will have a profit and when is the break- even point of the business. It also gives an overall view of how the business will be operating.

TUTTY FRUITY CAFE has been properly and it might establish and growth widely.

PURPOSE OF PREPARING BUSINESS PLAN

- This business is prepared as a guideline for TUTTY FRUITY CAFE in managing and operating this business.
- To help the organization to define the direction of the business.
- Act as the preference for partners also outsider such as creditors, debtors, investors and customers.
- This business plan also gives explanation on the process of operation and steps that need to be done to get high profit.
- It also prepared to convince the bank to approve the loan while stating that the business which is about to be undertaken. How much it's taken to develop and operates the business to get profits. This business plan also can show the financial position and the asset of the business.
- To gives the information to the suppliers about the management team and their position in the business.