



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**



**(BUSY.CO CAFE)**

**PREPARED BY,**

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**SEMESTER : 4**

**PROJECT TITLE : BUSY.CO CAFE**

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## EXECUTIVE SUMMARY

Busy.co is a café that offers reading section while serving beverages, food, and other facilities such as aircons, and wifi to our customers. This will benefit them especially the students.

Our target customers are the students since the majority of the citizen in Kota Samarahan are students. We also target the teachers, lecturers and the workers that want to have their chilling time having food while hanging out with their circles.

There are none of café that serves reading section and several are them in Kuching, Sarawak like Library Coffee Bar in Vivacity. Samarahan is an area that has more than one university so we expect the students would come to us rather than booking a RM12 Grab to Vivacity. We also offer affordable price to the students like promotions and membership discount. Thus, we have created a marketing strategy that gives attraction to come to our shop including the poor people.

The management of Busy.co consists of 5 workers that are Zatil Amierah, Sebastian Joshua, Vyannie Junus, Norhadyirah, and Jawidah Nurfatini. Our workers have plenty of experiences and they are skilled staffs in handling customers services, finance, sales, accounting. These 5 people will be taking the responsibilities together instead of different duties of their partners.

We invented the channels through social medias, newspapers and radio to promote our brand. The Busy.co is surely spreading and appealing to customers that live in Kota Samarahan.

## 1.0 INTRODUCTION

### i. Name of the Business

Our café's name is Busy.co. The reason we use the name 'Busy.co' because it resembles the life's of the students and the workers. They rarely have their own time in having fun since they are busy with their assignments, quizzes, tests and stuffs. Thus, we hope we can attract the customers by having an unique café's name.

### ii. Nature of Business

Our main quality is our food. We sell several type of such as waffles and pancakes. The reading section is what differentiate us from the other café shops.

### iii. Industry profile

The business is founded by 5 partners. They are Zatil Amierah Binti Semanali as the General Manager, Sebastian Joshua as the Administration Manager, Vyannie Junus as our Financial Manager, Norhadyirah Rosly is the Operational Manager and last but not least Jawidah Nurfatini as our Marketing Manager.

### iv. Business location

The premise is located at one of the shop lot across the church in Desa Ilmu, Samarahan. The location is the most strategic because the UiTM bus always drop in the area and the back gate of the Unimas is there, too at the overpass.

### v. Date of business commencement

We have registered our company on March 2019. Our business started to move on August at the same year.

## 1.1 PURPOSE OF PREPARING A BUSINESS PLAN

Business plan is a set of documents or a formal written document that contain business goals, methods on how, the details such as time frame, products, service, leadership and strategy to achieve those goals. This business plan is very important to Busy.co because it might help us to maintain our rank in Malaysian entrepreneurship's industry.

The purpose of this business plan are:

1. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. It plays an important role so that the entrepreneur can stay focus on their goals based on their objectives.
2. To analyse and evaluate the viability of a proposed venture. The details that we have obtained will be used in the company to set targets, decide problem solutions in terms of objectives that have been set in the business. It is also to help a business manager or an organization to identify and focus on problems both inside and outside the company.
3. To convince relevant parties of the investment potential of the project. The business plan that has been made by business managers or entrepreneur shows skills and financial strength to convince the investors to provide or supply funds and other financial or products institution.
4. As a guideline for managing the business. This business plan is a guideline for a organization in setting, planning, managing, handling, controlling, supervising our business day to day management, budget, financial, strategies in long term goal.
5. To allocate business resources effectively. In business plan, it is important to state their goals on business growth to make their strategy work. They will have to review to cover the next stage to gain even more sales.