



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

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DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BM118)

FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT 300)

NAME OF THE COMPANY:

IMPRESSO ESPRESSO COFFEE BAR

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As the General Manager and representative of IMPRESSO EXPRESSO COFFEE SHOP, I would like to thank and give credit to all my group members who have give all their energy and worked really hard in order to finish our business plan. I am very impressed with the spirit and enthusiasm they have during doing this business plan, and it is such a pleasure to work with such hardworking members.

Finally, thank you to everyone who has been involved directly or indirectly for all your contribution and support toward us. Thank you so much.

## GENERAL PLAN

SUBJECT	PAGE NUMBER
Executive Summary	1 – 2
Introduction of The Business	3 – 8
Logo of The Company	9
Business Location	10
Business Purpose	11
Company Background	12
Partners Background	13 - 17

## MARKETING PLAN

SUBJECT	PAGE NUMBER
Introduction	18 – 19
Marketing Objectives	20
Marketing Analysis	21
Product Description	22 – 26
Market Segmentation	27 - 29
Market Size	30 – 31
Market Competitors	32 - 35
Market Share	36 – 37
Sales Forecast	38 - 42
Marketing Strategies	43 – 53
Marketing Budget	54



## EXECUTIVE SUMMARY

Impresso Espresso Coffee Bar is founded in the year of 2015 and is a special concept of coffee bar in this area and we wanted to be the best and become one of the main attractions for the public in the Kota Samarahan area. It is formed under the Business Registration Act 1956 (Amendment 1978) and Procedures of Business Registrations 1957 where we form a partnership in order to do our business. Our coffee bar is located at the Desa Ilmu, Kota Samarahan opposite the Kentucky Fried Chicken (KFC) and Pizza Hut whereby our office is located also here at the first floor of the shop lot. Our main product is coffee and we also provide waffles and toasted bread.

The greater risk that we might face later on in order for us to conduct our business is we are going to compete with big company which is our main competitors and we are going to have a competitive advantage because we are still new in this field. Our main competitor for this business is Starbucks and TommyBoy Café.

The management team is led by the General Manager, Carlos Bin Jalil, a person with a great vision that looks every inch of opportunities and seized the opportunities in order to be successful. The Marketing Manager, Goldenn Hacwillson Bin Willey with his major skill in advertising and promoting our business and the one who knows very much what the customer wants and needs. Our Operation Manager, Vanesa Eve Anak Samson who controls the whereabouts of the operation process of our company from the kitchen to the customers. The Administration Manager is Syazwina Binti Bakar who is in charge for controlling and supervising all the office activities in order for us not to lose track of our business and she is the one who filing all the important data and information of the company. Last but not least, our Financial Manager, Agnes Suzian Anak Atien who is the one that control and manage our budget so our budget is not going to lose track and in order to avoid losses and gain profits.



## **INTRODUCTION**

### **NAME OF THE COMPANY**

The name of our company is "Impresso Espresso Coffee Bar". We are using the word Espresso and Impresso, because we wanted our customer being impressed by the taste of our coffee that might be different than the other coffee shop and also we want our customers to express their feeling towards the good taste of our coffee.

### **NATURE OF BUSINESS**

We have chosen to be in the beverages industry and we chose coffee as our drinking beverage, and our main expertise would be in providing the best coffee shop with a strong influence of coffee as our main course. Nature of our business is to provide the best coffee in town. Our business also providing waffles for our customer for the enjoyment of our customers.

### **INDUSTRY PROFILE**

With the era of globalization is rising around the world and the new generation new lifestyle has emerged all over the world, we believe that Malaysian teenagers and youth also wanted to be in part of these changes. So, our business is targeting the youth and teenagers all around this area to hang out at our place and enjoyed the delicacies of our coffee and waffle that our business providing to the resident in the area. Besides, we are going to do the coffee bar conducive and suitable place to hang out with friend like the one they always saw at the western countries. Coffee also expected to be one of drink beverages that admired by the Malaysian.