



ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN REPORT (50%)



à pâtisserie

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EXECUTIVE SUMMARY

à patisserie is a cafe that serves many types of desserts and beverages. Our cafe has trendy and evergreen desserts that will attract people's attentions. We wanted to provide the best baked dessert such as cake and pastry as well as coffee and beverages in the area. It is known for a quick and easy meal, dessert and beverages that can satiate customer's satisfaction. Our cafe's menu is mean to be targeted to young people as they love trendy and pretty food nor beverages. As a new company in the market, our company will need to take into account a number of factors to ensure that it can compete with other cafes and satisfy consumer needs. This is because there are numerous people working in the business sector. Our main propose of selecting this business is to provide a relaxing and delicious tea time for customers. This is because people nowadays usually ignore their 'me time' to recharge and relax their selves. Therefore, we want to provide the best eat and service and provide friendly environment for our dear customers. Even though there are many cafes in and outside of the area, we believe that our cafe can attract more people to enjoy our menu and environment. Besides, the location we selected which is in Batu Kawan, there are residential area and economic area that have the highest chances as there are lots of peoples in different ages categories. Our cafe business is run by five main workers which are general manager, financial manager, marketing manager, baker, barista, cashier and waiter. We all have a crucial part to play in this company, and together we will ensure its success. Nevertheless, we also provide a free space that is comfortable for customers to spend their time doing their works or study at the cafe with free high-speed Wi-Fi connection along the operation hours. We desired to make à patisserie cafe to be popular and known by communities as we will also help enhancing the better environment and foods. We also believe that desserts and beverages will be high in demands in the future that can help to grow our business. Finally, yet importantly, we will always try to perform a better performance for our business and customers' satisfactions as their happiness is our happiness.

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	<p>2) Our cafe will be more popular among people as their favourite dessert shop.</p>
Purpose of preparing business plan	<p>1) To study and evaluate the feasibility of business.</p> <p>2) To be able to allocate business resources efficiently.</p> <p>3) Chance for the entrepreneur to critically, practically, and objectively evaluate the business venture.</p> <p>4) Business plan acts as a guideline of management of business daily.</p>

Business Background

Core Activity	<ol style="list-style-type: none">1) Provide a relaxing and delicious tea time for customers.2) Always have food stocks even if they are best sellers.3) Always have a trending menu for desserts and beverages.4) List menu<ul style="list-style-type: none">● Beverages● Coffee● Chocolate● Matcha● Milk tea● Swiss roll● Cake● Pie● Brownies● Cupcake● Waffles● Doughnut● Pancakes● Cookies● Pastries● Croffle
Other activities	<ol style="list-style-type: none">1) Provide a comfortable and best space for customers to do their work or study at the cafe.2) Free high-speed wifi for customers.