



ENT530 PRINCIPLES OF ENTREPRENEURSHIP BUSINESS PLAN

FACULTY / PROGRAM: FSPPP/ AM225



SEMESTER: 4

GROUP 4 (AM2254E)

NAME	STUDENT ID
NUR AISHA BT MOHD YUSOFF	2021126175
AMIRA BINTI MAMAT	2021190099
FATIN AMIRAH BT TORJI	2021132501
NABILA HANIM BINTI MOHD MOHAMADIAH	2021171697
NIK NUR FADHILAH BT NIK MOHD FAKHRI	2021115059
NUR ADREANA SYAHILA BINTI MOHAMAD	2021393363
NUR AMIERA SHAHIERAH BINTI MOHAMAD	2021113781
NUR SYAMIMI BINTI MOHD USOOFF	2021103119

LECTURER NAME: NORHANIZA BINTI MD AKHIR

SUBMISSION DATE: **21ST JANUARY 2022 (5PM)**

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ACKNOWLEDGEMENT

In the name of Allah, the most beneficent and merciful, praises and thanks to God for His bounty, chances, and blessing, finally we were able to complete our assignment that we have been working on for Principles of Entrepreneurship (ENT530) within the submission date.

We would like to express sincere gratitude to our cheerful lecturer, Madam Norhaniza Binti Md Akhir who has given a lot of guidance and encouragement to us and our classmates to accomplish the report. She also sacrificed her time to teach and guide us for the progress of this report with numerous consultations even though we knew that being a lecturer at the same time during this pandemic Covid-19 is very challenging.

Besides, we want to give greater credit to Universiti Teknologi MARA (UiTM) for making this subject a part of our journey in the bachelor programme. We truly believe this effort can further improve students' abilities, skills, and knowledge in the business field.

Not to forget our beloved parents, who also have supported, advised, and never stop praying for our success in completing this task during this challenging time as we are adapting to open distance learning (ODL). Also, this assignment cannot be completed without continuous effort and cooperation from the group members. All of the group members contribute the best commitment in the process of completing this assignment. Lastly, we are grateful for those who have directly or indirectly been involved in completing this report.

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... (D125449678)

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Student's Name : AMIRA BINTI MAMAT Student's ID : 2021190099 Student's I/C No. : 001221-06-0256 Program Code : AM225 Part : 4 Course Code : ENT530 Course Name : PRINCIPLES OF ENTREPRENEURSHIP Assignment/ Project No. : 3 Due Date : 21/01/2022 Submission Date : 21/01/2022 Assignment/ Project Title : ASSIGNMENT 3 – BUSINESS PLAN REPORT Lecturer's Name : NORHANIZA BINTI MD AKHIR I

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... (D125449678)

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11.0

EXECUTIVE SUMMARY

In order for us to complete this subject which is Principles of Entrepreneurship (ENT530), we have to complete this assignment that has already been assigned to us. Under this group assignment, we need to set up a company and point out the details of what our company wants to accomplish with our product or services. Hence, the name of the company that we choose is Ngeteh Café and our nature of product is desserts and pastries. As we all know, nowadays a café is one of the most popular hangout spots in society because the ambience is pleasant to chill on. Ngeteh Café was founded with the objectives of providing complete customer satisfaction by maximising product quality and hygiene at an accessible price, as well as providing friendly and warm cafe service that ensures our guests have the best experience and memories possible when visiting our cafe. Ngeteh Café is a partnership enterprise with eight partners in Kota Bharu, Kelantan, located on Jalan Abdul Kabir Adabi. It is overseen by a team of eight employees, led by general manager Nik Nur Fadhilah binti Nik Mohd Fakhri. Ngeteh Café finances their business with an RM35650 personal commitment from the partners. All

of the contributions from our partners go toward our startup capital and expenditures. Dessert fans will adore Ngeteh Café since we provide a variety of delectable desserts made with premium ingredients, as well as a variety of beverages. Our main products are Molek cakes, which are small cakes that are convenient to carry and ready to eat. In terms of our target market, Ngeteh Café will appeal to a wide range of people, from youngsters to those who enjoy desserts and pastries. Furthermore, because it is in Kota Bharu, a city with a high tourism rate, our café is regarded as a strategic site. In conclusion, we feel that our focus and mission for this firm will help to provide satisfaction for all consumers by optimising product quality and hygiene at an inexpensive price, even though we have a lot of competitors who are more popular cafes.

2.2.0 COMPANY PROFILE 2.1 Company name and logo Name of Business : Ngeteh Cafe Business Address : PT 2295, Kota Sri Suria SBJ, Berek 12, Jalan Abdul Kadir Adabi, 15200 Kota Bharu, Kelantan Email Address : Ngeteh_cafe@gmail.com Office Number : 09-2882000 Form of Business : Partnership Business Commencement : 1 st January 2021 Main Product : Pastries & Desserts Slogan : Baked with Love Vision : To become an outstanding desserts and pastries cafe that is unique from other local cafes. Mission : • To give satisfaction for all the customers by optimizing product quality and hygiene at an affordable price. • To provide friendly and warm cafe service that makes our customers have the best experience and memories at our cafe.

3.2.2 Partners' background 2.2.1 General Manager Name Nik Nur Fadhilah binti Nik Mohd Fakhri Identity Card Number 000809-08-0042 Permanent Address PT 1698, Taman Kurnia Jaya, Pengkalan Chepa 16100 Kota Bharu, Kelantan.

Email Address Nikfadhilah98@gmail.com Telephone Number 013-9849800 Date of Birth 9 th August 2000 (Age, 22) Marital Status Single Academic qualification • Diploma

in Public Administration, UiTM Kelantan Branch. • Bachelor of Corporate Administration (Hons.) UiTM Negeri Sembilan Branch. Skills • Developed new promotional campaign by bundling products together. • Enhancing promotional campaign through various platform of social media with great marketing strategy. • Negotiated with many customers by able to speak fluently in Bahasa Melayu, English, Tamil and Mandarin. Experience of work • 3 years worked as a Marketing Manager at Gerbang Alaf Restaurants Sdn. Bhd. • 2 years worked as a Marketing Associate at Panasonic Sdn. Bhd.

4.2.2.2 Administration Manager Name Fatin Amirah bt Torji Identity Card Number 001003-06-0442 Permanent Address 1059 Keratong 5, 26900 Bandar Tun Razak, Pahang

Email Address AmirahTorji310@gmail.com Telephone Number 011-24005746 Date of Birth 3 rd October 2000 (Age, 22) Marital Status Single Academic qualification • Diploma in Public Administration,

UiTM Kelantan Branch. • Bachelor of Corporate Administration (Hons.) UiTM Negeri Sembilan Branch. Skills • Written and verbal communication skills • Leadership and organization skill to ensure everything is going smoothly and follow the plan • Have the excellent customer service skills Experience of work • 2 years worked as a Supervisor at Ambrosia Bakery Sdn.Bhd • 1 years worked as a Administrative Manager at Pallets Cafe

5.2.2.3 Marketing Manager 1 Name Nur Aisha Binti Mohd Yusoff Identity Card Number 000828-03-0382 Permanent Address No 6, Blok O, Taman Muhibbah, 17600 Jeli, Kelantan Email Address aisha.mohdyusoff@

gmail.com Telephone Number 019-9550218 Date of Birth 28 th August 2000 Marital Status Single Academic qualification • Diploma

in Public Administration, UiTM Kelantan Branch. • Bachelor of Corporate Administration (Hons.) UiTM Negeri Sembilan Branch. Skills • Ability to work under pressure • Good time management • Negotiation and persuasion skills Experience of work Administrative assistance at a construction company

6.2.2.4 Marketing Manager 2 Name Nabila Hanim binti Mohd Mohamadiah Identity Card Number 001115-03-0264 Permanent Address Lot 230 Kampung Tanjung Mas, Jalan Pengkalan Chepa 15400 Kota Bharu Kelantan Email Address hanimnabila0@gmail.com@

gmail.com Telephone Number 010-2252258 Date of Birth 15 th November 2000 (Age, 22) Marital Status Single Academic qualification • Diploma

in Public Administration, UiTM Kelantan Branch. • Bachelor of Corporate Administration (Hons.) UiTM Negeri Sembilan Branch. Skills • Communication skills and networking ability • Good organisation and planning skills • Commercial awareness • IT skills Experience of work • 2 years worked as a Sales Manager at Izara Cookies Sdn Bhd