



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT300**

**BUSINESS REPORT PLAN**

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## TABLE OF CONTENTS

<b>NO.</b>	<b>CONTENTS</b>	<b>PAGE</b>
<b>1</b>	<b>EXECUTIVE SUMMARY</b>	4
<b>2</b>	<b>INTRODUCTION</b>	5-13
<b>3</b>	<b>ADMINISTRATION PLAN</b> 3.1 Introduction to The Organization 3.2 Organisational structure by Function 3.3 List of Company Personnel 3.4 Schedule of Task And Responsibilities 3.5 Working Schedule 3.6 Schedule of Remuneration 3.7 List of Office Equipment & Supplies 3.8 List of Office Stationery 3.9 Administration Budget	14-22
<b>4</b>	<b>MARKETING PLAN</b> 4.1 Marketing Objective 4.2 Target Market 4.3 Market Size 4.4 Sales Forecast 4.5 Market Share 4.6 Marketing Strategy 4.7 Assessing Competitors 4.8 Marketing Personal Schedule 4.9 Remuneration Schedule 4.10 Marketing Budget	23-37
<b>5</b>	<b>OPERATION PLAN</b> 5.1 Introduction 5.2 Objective 5.3 Process Planning 5.4 Alive Cafe Layout 5.5 Production Planning 5.6 Material Planning 5.7 Machine and Equipment Planning	38-54

	5.8 Manpower Planning 5.9 Overheads Requirement 5.10 Location Plan 5.11 Business and Operations Hours 5.12 Operation Personnel Schedule 5.13 License, Primers, and Regulations Required 5.14 Operations Budget	
<b>6</b>	<b>FINANCIAL PLAN</b> 6.1 Financial Objectives 6.2 Project Implementation Cost 6.3 Project Implementation Cost & Sources of Financing 6.4 Loan Amortization Repayment Schedule 6.5 Hire Purchase Repayment Schedule 6.6 Pro Forma Cash Flow Statement 6.7 Pro Forma Income Statement 6.8 Pro Forma Balance Statement 6.9 Financial Analysis	55-67
<b>7</b>	<b>PROJECT IMPLEMENTATION SCHEDULE</b>	68
<b>8</b>	<b>BUSINESS MODEL CANVAS</b>	69-72
<b>9</b>	<b>SWOT ANALYSIS</b>	73
<b>10</b>	<b>CONCLUSION</b>	74
<b>11</b>	<b>APPENDICES</b>	74-87

## **1.0 EXECUTIVE SUMMARY**

Alive Café is a partnership business that located in Shah Alam, Selangor. Alive Café is involved in food and beverage and entertainment industry where Alive Café provide an internet café and the foods. The target market of Alive Café company is all dessert and coffee lover, students, working people and for those who want to eat and use an internet or personal computer in Alive Café. For example, there are numerous cafes like that provide the dessert but don't have a place to use a personal computer for those who don't have the facility especially for students to hang out.

Alive Café is led by five partners which are the general manager, the administration manager, the marketing manager, the operation manager, and the financial manager. All of the managers play important roles in this business and will work hard to ensure its success. Alive café managers play an important role in this business and will work hard to ensure its success. According to partners observations, Alive Café are targeting a broad range of customers because Alive Café is in the city, where there will be more opportunities to gain customers and entice them to use Alive Café services.

In addition, the location that Alive Café choose is in Shah Alam. As people already know, location is important in attracting and keeping the best customers where most people check their locations carefully to achieve the best work-life balance. Therefore, good location can considerably improve a company's long-term profitability while choosing a poor location choice can cost of lost personnel, productivity, and capital. So, Alive Café decided to choose the location in Shah Alam because the population of people live there are bigger than any other location.

Moreover, our company generally offer many types of food and beverages with drinks and an entertainment. The food and beverages that offered to people are fries, cake, coffee, non-coffee drink, soft drink and so on. Hence, this business also provides an internet café where we already provide the personal computer that people can use to do the assignment or plays game. Alive Café is very convenience where people can play game and eat on the same time.

## **2.0 INTRODUCTION**

### **i) Name of the company**

The name of the business is Alive Café. The decision of the name of Alive Cafe have been decide based on the partnership members opinion where they do think that the name of Alive Café can make the café more precious and livelier than ever. Alive Café hope that the business name can attract many people from many places especially young generation to play games or doing an assignment or study at Alive Café while eating delicious dessert and drinks.

### **ii) Nature of Business**

Alive Café main businesses are Food and Beverages and Entertainment that focus on producing foods and drinks also focus on gaming or e-sport section. This business is to provide the best food and beverages and to make it more attractive, Alive Café also include an entertainment place where students or young generation can also play the personal computer with the fast internet that provided to them. The menu that Alive Café provide in the café is desserts, fries, burger, and coffee, non caffein drink also provided for non-coffee lover.

### **iii) Name of Partners**

There are five members of partnership that involve for the operation of the business. The name of the first partner is Noor Aishah Binti Abdullah as a General Manager, Nurul Afifah Binti Mohd Masseri as an Admin Manager, Khairunnisa Binti Adnan as a Marketing Manager, Aini Nadhirah Binti Abd Razak as an Operation Manager and Wan Nursyaidatul Damia Binti Zulkefli as a Financial Manager.

### **iv) Location of the Business**

Alive Café shop is located at 23, Jalan Mutiara Subang 1, Taman Mutiara Subang, 47500 Subang Jaya, Selangor, Malaysia. Alive Café choose this location as a business location because it is a strategic location and it also near to many places such as house park, office, university, and school that Alive Cafe has include in target market. So, it will be easier for each of them to come to Alive Café to chill or anything. Besides, since it is in the centre of the city and young people from the surrounding university frequent the streets there, the location was believed to be wise.

v) Date of business Commencement

Alive Café management team has registered the business on 27 February 2022 and Alive Cafe business started to fully operate on 27 March 2022.

vi) Prospect of the Business

Alive Café believe customers will increase by 75% each month. There are a number of reasons that Alive Cafe endorse this belief;

a) More young people are increasingly taking the Alive Café as their hangout where they spend their time playing games, chatting or downloading music. There is a trend towards the Internet Cafés becoming an entertainment location.

b) The Internet is gaining increasing importance and will continue to do so in the future after the introduction of the fast Internet services. From another perspective, Alive Cafe believes that the number of franchising will increase in the future with the improvement in the information and communication technology infrastructure at large in Selangor and other states in Malaysia and also to absorb the growth in Internet users.

## **2.1 PURPOSE OF BUSINESS PLAN**

- i) To create an effective strategy for growth

The long-term goals important to Alive Cafe success which is consider on franchising the business that split into three separate main business;

- a) Alive Internet Cafe
- b) Alive Coffee Shop
- c) Alive Computin

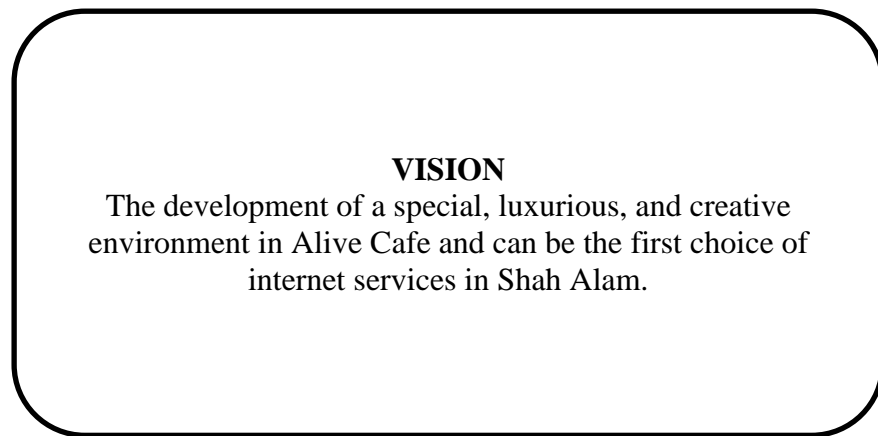
These would be adjacent to each other either as a shopping centre or a standalone shop. In addition, Alive Cafe short-term goals is establish the business and begin promoting its services, Alive Cafe will start with the process of forging business to business relationship. So, it will help this business to maintain and sustain for a long time period.

- ii) To secure the finance to attract investors and apply loan.

Alive Cafe will concern about financing start with startup costs and continue with business growth and new business development. Alive Cafe will look for outside financing, one of the first things the investor will want to see is business plan. The business plan assists the business with project financial management to convince essential entities of the project's possibility for investment because business plans give information about the and financial standing of Alive Cafe. So, from there, potential investors may see how the business is run overall where the business plan enable potential lenders and investors in understanding the organization's past performance. Moreover, Private investors, banks, or any other lending institution will want to know how the business are operated, what the projected expenses and revenues are, and whether the future goals of the business are realistic or not.

### 3.0 ADMINISTRATION PLAN

#### 3.1 INTRODUCTION TO THE ORGANIZATION



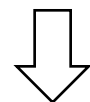
#### **VISION**

The development of a special, luxurious, and creative environment in Alive Cafe and can be the first choice of internet services in Shah Alam.



#### **MISSION**

- To offers quick, dependable, secure, and reasonably priced access to the Internet in Alive Cafe.
- To functions as a gathering spot for exchanging internet experiences.
- To provides a fun and inviting setting for people to study, work, play, and unwind. It functions as a gathering spot for exchanging internet experiences.

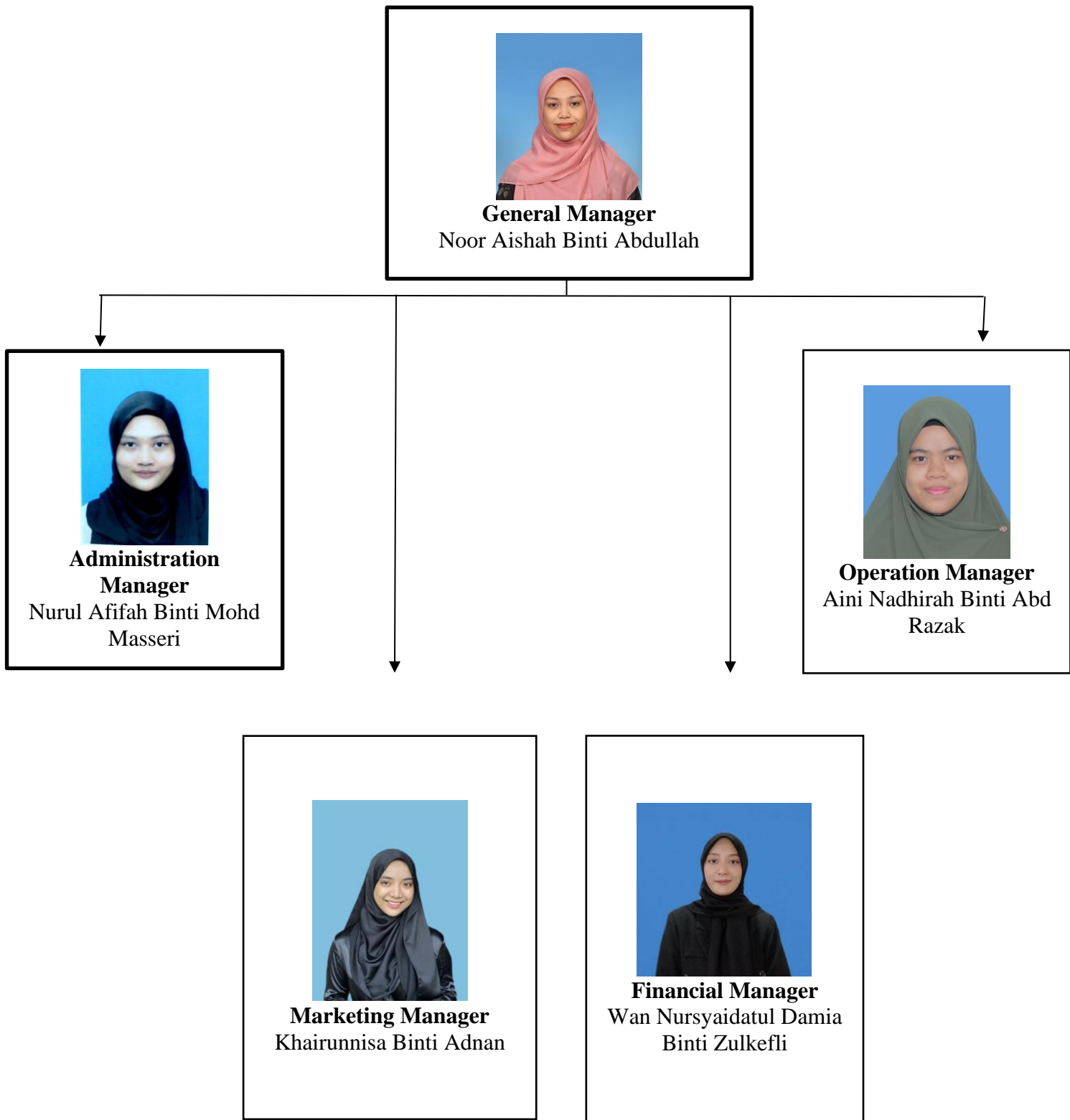


#### **OBJECTIVES**

- To serve an access to internet materials and other services at a reasonable price.
- The creation of a setting that will enable people from all backgrounds and interests to interact in a common space in Alive Cafe.
- To provide 100% fast internet and services also equipment for the gaming.
- To bridge the 70% internet accessibility gap in Shah Alam, Selangor.



### 3.2 ORGANIZATIONAL STRUCTURE BY FUNCTION



### 3.3 LIST OF COMPANY PERSONNEL

<b>Manpower Planning Position</b>	<b>Number of Staff</b>
General Manager	1
Administration Manager	1
Marketing Manager	1
Operation Manager	1
Financial Manager	1

Table 3.3 List of Company Personnel

### 3.4 SCHEDULE OF TASK AND RESPONSIBILITIES

Schedule of Tasks and Responsibilities Position	Main Tasks
General Manager	<ul style="list-style-type: none"> <li>• To organize, carry out, and oversee the overall business management like vision, mission and objectives of Alive Cafe.</li> <li>• To plan, organize, lead and, control the daily operations of a business, region, operating unit, or division.</li> <li>• Acts as a decision marker and cooperate gaining ideas to improve the business.</li> <li>• Monitor activities to ensure that all are being accomplished as planned.</li> </ul>
Administration Manager	<ul style="list-style-type: none"> <li>• To provide services to Alive Cafe customers.</li> <li>• To organize administrative systems and procedures, as well as coming up with strategies to streamline processes.</li> <li>• To appoint duties, assigning staff for training, and providing office space.</li> <li>• To evaluate employee performance and offering coaching and direction to promote optimal effectiveness.</li> </ul>
Marketing Manager	<ul style="list-style-type: none"> <li>• To offer a marketing plan to promote the business.</li> <li>• Accountable for marketing activities; Accountable for efforts to grow the number of customers and staff overall.</li> <li>• In charge of promoting the business to potential clients.</li> <li>• Analyzing the shares, targets, and size of the marketing.</li> </ul>
Operation Manager	<ul style="list-style-type: none"> <li>• Manage all business flow during operations and make sure that Alive Cafe has set their own standard.</li> <li>• Ordering functionable goods that can set Alive Cafe better than normal internet cafe.</li> <li>• Assign tasks in accordance with the timetable provided.</li> </ul>

Table 3.4 schedule of task and responsibilities

### 3.5 WORKING SCHEDULE

<b>MANA-GER</b>	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNES- DAY</b>	<b>THURS- DAY</b>	<b>FRI- DAY</b>	<b>SATUR- DAY</b>	<b>SUNDAY</b>
<b>General Manager</b>	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	OFF DAY	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.
<b>Administ- ration Manager</b>	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	OFF DAY	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.
<b>Marketin- g Manager</b>	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	OFF DAY	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.
<b>Operatio- n Manager</b>	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	OFF DAY	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.
<b>Financial Manager</b>	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	OFF DAY	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.

Table 3.5 Working Schedule

### 3.6 SCHEDULE OF REMUNERATION

	<b>Monthly Salary</b>	<b>EPF Contribution [12%] RM</b>	<b>SOCSSO Contribution &gt;RM3000= RM68.60 &gt;RM2500= RM 57.40  RM</b>	<b>Amount [RM]</b>
<b>General Manager</b>	3000	360	68.60	3,428.60
<b>Administration Manager</b>	2500	300	57.40	2,857.40
<b>Marketing Manager</b>	2500	300	57.40	2,857.40
<b>Operation Manager</b>	2500	300	57.40	2,857.40
<b>Financial Manager</b>	2500	300	57.40	2,857.40
<b>TOTAL</b>				<b>14,858.20</b>

Table 3.6 Schedule of Remuneration

### 3.7 LIST OF OFFICE EQUIPMENTS AND SUPPLIES

<b>NUMBER</b>	<b>ITEM</b>	<b>QUANTITY</b>	<b>COST PER UNIT</b>	<b>TOTAL</b>
1	Computer	5	1500	7,500
2	Photocopy Machine and printer	2	850	1,700
3	Air-Conditioner	2	2000	4,000
4	Telephone	2	100	200
5	Fax Machine	1	500	500
6	Fire Extinguisher	3	300	900
7	Coffee Maker	1	250	250
8	File Cabinet	2	40	80
11	Office Table	5	100	500
12	Office Chair	5	50	250
	<b>TOTAL</b>	<b>28</b>	<b>5,690</b>	<b>15,880</b>

Table 3.7 of Office and Suppliers

### 3.8 LIST OF OFFICE STATIONERIES

<b>List of Office Stationery</b>	<b>Quantity</b>	<b>Price\Unit [RM]</b>	<b>Total Cost [RM]</b>
File	10	5	50
Scissors	5	3	15
A4 Paper	6	10	60
Stapler	3	5	15
Puncher	3	6	18
Drawing Pen	10	2	20
Notebook	5	4	20
Printing Ink	4	60	240
Ruler	5	2	10
<b>TOTAL</b>	<b>56</b>	<b>97</b>	<b>433</b>

Table of 3.8 List of Office Equipment

### 3.9 ADMINISTRATIVE BUDGET

<b>Particulars</b>	<b>Fixed assets Expenses [RM]</b>	<b>Monthly Expenses [RM]</b>	<b>Other Expenses [RM]</b>	<b>Total [RM]</b>
<b>Fixed Assets</b>				
Office Furniture and Fittings	15,880	-	-	15,880
<b>Working Capital</b>				
Salaries	-	14,728.20	-	14,728.20
EPF	-	1430	-	1430
SOCSO	-	325	-	325
<b>Other Expenditure</b>				
Office Supplies	-	-	433	433
<b>Pre-Operations</b>				
Deposit [Rent, Utilities, Etc]			-	-
Business Licenses and Registration			200	200
<b>TOTAL</b>				<b>32,996.20</b>



## **4.0 MARKETING PLAN**

### **INTRODUCTION**

A marketing strategy is an operational document that outlines how a business intends to target a certain market through advertising and communication. The marketing strategy specifies the business's reach and public relations efforts that will be performed over time, as well as how the organization will evaluate its performance. A marketing plan evaluates a company's value proposition. The value proposition is the overarching promise of value to the consumer and is a statement that shows prominently on the company website or other branding materials. The value proposition should explain how a product or brand addresses the customer's problem, what the product or brand offers, and why the consumer should buy from this firm rather than another. The marketing strategy is built on this customer value proposition.

A marketing strategy is essential since it may assist us in determining the target market and how the product or service will benefit them. Furthermore, it may assist in determining how to attract new consumers and urge existing customers to continue purchasing Alive Cafe product or service.

### **4.1 MARKETING OBJECTIVE:**

Alive café objectives are:

- To introduce products and services that are distinct from those available in the Malaysian market.
- To hope that this product will be well welcomed by customers and that it will remain on the market for a long period and to win clients' confidence and loyalty in order for them to continue purchasing the items and services we provide.

## **4.2 TARGET MARKET**

### **Segmenting market**

Market segmentation is the practice of grouping or segmenting a market of potential buyers depending on various criteria. There are three categories of alive café . The first group is Internet-savvy and yearns for a modern setting where they may leave their workplaces or beds and take advantage of the fantastic cuisine that Alive Cafe offers its patrons. The second group is the group that does not have internet facilities or wants to use a PC to do work and also people who play games on the PC. The target demographic for Alive Cafe ranges in age from 18 to 50. Due to the fact that both the menu on offer and the Internet appeal to a wide spectrum of individuals, there is such a huge age range. Most of these people are family members, gamers, and students.

- Geographic segmentation
- Demographic segmentation
- Psychographic segmentation

### **Geographic Segmentation**

Geographic segmentation involves segmenting your audience based on the region they live or work in. This can be done in any number of ways: grouping customers by the country they live in, or smaller geographical divisions, from region to city, and right down to postal code.

Alive Café is located at 23, Jalan Mutiara Subang 1 ,Taman Mutiara Subang, 47500 Subang Jaya, Selangor, Malaysia. Alive Cafe's business location is located in an urban area where many people can easily find out about the emergence of this business. It is a strategic location to attract many customers who are gamers, employees, or families. In this area as well, it is close to the workplace, so during breaks many workers come to eat at our cafe. In addition, many students and game players come to our Alive Cafe during the holidays. This location is also close to schools and universities nearby. Therefore, students who do not have internet facilities will choose our business as a place to complete schoolwork or find reference materials.

## **Demographic Segmentation**

Demographic segmentation is market segmentation according to age, race, religion, gender, family size, ethnicity, income, and education. In addition, demographics may be split into numerous segments to help a company target its customers more precisely. Our services and product are offered provided to all people regardless of age, rank, race, and religion. Alive café offers a unique café that doesn't have in Malaysia.

Alive Café provides a variety of snacks and a variety of drinks that can be taken while playing on the computer at Alive Café. Alive Café targets people with medium to high incomes and also targets groups of school students in secondary and university students in Shah Alam, Selangor. Alive café will provide equal and good service to all customers who come to Alive café, regardless of discrimination.

## **Psychographic Segmentation**

The term "psychographic segmentation" refers to a market segmentation technique in which groups are created based on psychological characteristics that affect consumption patterns derived from people's preferences and way of life. It is mostly conducted based on "how" individuals think and "what" they hope their lives will be like.

from the research, many people here are fonder of internet cafes than surfing the internet at home. The lifestyle of this area is more of a social interest. In addition, modern times have now shown that gaming is something that has attracted more young people to venture into this field. In this area, many people are stuck with the world of gaming due to modern factors. Therefore, with the Alive Cafe business, this will gather game players to visit our business. Not to forget, the cafe that Alive Cafe provides on the ground floor will also attract the interest of parents who send their children to the cyber cafe above the cafe. So they can enjoy food while waiting for their children to use the internet.

### 4.3 MARKET SIZE

1. Total students from SMK Syeksen 19 (Selangor) = 2 533 people

Assumed 50% of 2 533 student = 1 266 people

An average spent RM20 per month X 1 266 = RM 25 320 per month

2. Total student from University MSU ( Selangor ) = 10,000 people

Assumed 30 % of 10,000 = 3 000 people

An average spent RM22 per month X 3 000 = RM 66 000 per month

Estimated total market size per month

= RM 25 320 + RM 66 000 = RM 91 320

Estimated market size per year = RM 91 320 X 12 = RM 1 095 840

#### 4.4 SALES FORECAST

<b>Sales Forecast For Alive Café</b>	
<b>Year 2021</b>	
<b>Month</b>	<b>Sales Collection (RM)</b>
January	75, 000
February	80, 000
March	85, 000
April	86, 000
May	86, 000
June	90, 000
July	90, 000
August	91, 000
September	100, 000
October	102,000
November	104, 000
December	106, 840
<b>TOTAL(YEAR 1)</b>	<b>1, 095 , 840</b>
<b>YEAR 2(10%)</b>	<b>1, 205, 424</b>
<b>YEAR 3(15)</b>	<b>1,356,248</b>

## 4.5 MARKET SHARE

Market share before entry of Alive Cafe

Competitors	Market Share (%)	Market Share (RM)
Repulzer E-blue cybercafe	60 %	657,504
Evergreen Internet Cafe	25 %	273,960
Cybercafe Bukit Naga	15 %	164,376
<b>TOTAL</b>	<b>100 %</b>	<b>1,095,840</b>

Competitors	Market Share (%)	Market Share (RM)
Repulzer E-blue cybercafe	55 %	602,712
Evergreen Internet Cafe	20 %	219,168
Cybercafe Bukit Naga	15 %	164,376
Alive Cafe	10 %	109,584
<b>TOTAL</b>	<b>100 %</b>	<b>1,095,840</b>

Market share after entry of Alive café

## 4.6 MARKETING STRATEGIES

### 4.6.1 Product / Services:

Alive Cafe brand's product and services will be the store's name which is Alive café. The design of this café is divided into two parts, the upper floor is set up for entertainment which is gaming or personal study room also office for managers and the lower part of the café for dining.



Alive Café is very different from existing cafés, this is because the business uses a slightly different concept, that is, while eating you can play while playing in the café. For your information, the business is unique from others because there are no cafés in Shah Alam that have the same concept of café as our business, and that is the things that can attract more customer to come to Alive café.

<b>Name</b>	ALIVE CAFE
<b>Service Quality</b>	All of the employees for second floor are qualified from the programming field. Plus, all of us had attended a few courses during and after graduation.
<b>Service Package</b>	Gaming Session + Sandwich and Coffee
<b>Service Differentiation</b>	The internet services will be the priority. Alive Cafe will make sure that all the customer satisfied with the services that provided.
<b>After Sales Services</b>	Follow-ups. Alive Cafe will ask feedback from our patients about the quality of the service to make improvement.

#### 4.6.2 Price

Alive Cafe pricing are quite reasonable and very cheap for the customers. Alive Cafe genuinely hope that the customers are pleased with the services and rates provided. Pricing strategy will be determined by the competition strategy. Alive Cafe will give the finest pricing that is neither too low nor too expensive in comparison to the competitors.

The table below showed comparison prices between our café and others:

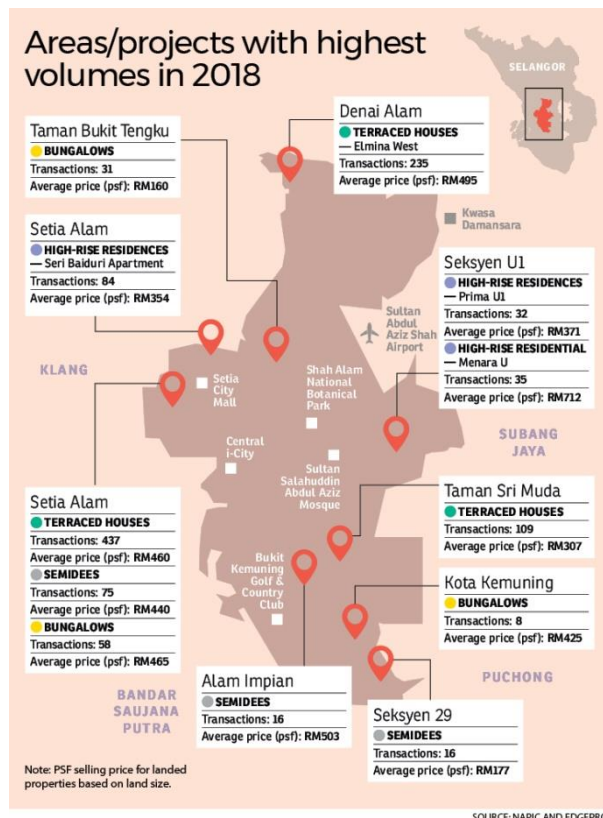
<b>Competitors</b>	<b>Price (RM)</b>
Repulzer E-blue cybercafe	300
Evergreen Internet Cafe	150
Cybercafe Bukit Naga	90
Alive Cafe	100



### 4.6.3 Place

Alive Cafe business location is Shah Alam, Selangor. Alive Cafe chose this area as the company's business location since it is highly convenient for the customers to visit. The places that were chosen is very strategic, it is because it places between Kuala Lumpur and Selangor. The important thing is customers from Kuala Lumpur and Selangor may now simply visit Alive Cafe.

The strategies used in this industry will be from manufacturer to consumer. In this business, Alive Cafe will sell through shops and social media platforms such as Instagram, Facebook, and others.



#### 4.6.4 Promotion

The method that the business uses to get closer to the customers is by posting Alive Café business on social media such as Instagram, Facebook, and others. As we all know, now social media plays a very important role in promoting the business because most of us people are more fond of playing social media than reading newspapers, so we should seize this opportunity and use it as well as possible to promote the café.

Apart from that, to promote physical, Alive Cafe will prepare flyers for visitors and the public, in addition, the business will also make a banner to inform the public that the café is ready to operate. Plus, for sales promotion, for the first purchase at the café, there will be discounts and many promotions that Alive Cafe provide.

<b>ITEMS</b>	<b>PRICE</b>
Signboard	4000
Flyers	300

#### 4.7 ASSESSING COMPETITORS

Competitors	Products	Price	Place	Promotion
Eska Internet Cafe	-High-quality product. -Moderate branding.	-High.	-Available everywhere.	-Mass promotion.
Mass IT	-Moderate quality. -Moderate branding.	-Moderate to high.	-Certain area.	-Local promotion.
ROLPHIN	-Strong branding.	-Moderate to high.	-Available in the area of the seller's residence.	-Local promotion.
K2Surf Esports	-Moderate branding. -High quality.	-low to high.	-Available everywhere.	-Local promotion.
ZNOS cyber	-Strong branding. -High quality.	-High.	-Certain area.	-Local Promotion.

Competitors	Strength	Weakness
Eska Internet Cafe	<ul style="list-style-type: none"> <li>-Has a large and extensive market.</li> <li>-Provide various types of products.</li> <li>-Fast and extensive delivery.</li> </ul>	<ul style="list-style-type: none"> <li>-The price is quite expensive</li> <li>-Brands that are less known to many people</li> </ul>
Mass IT	<ul style="list-style-type: none"> <li>-Offer a reasonable price</li> <li>-Provide a package with several services.</li> </ul>	<ul style="list-style-type: none"> <li>-Does not have a wide selection of products</li> <li>-Does not offer extensive services</li> </ul>
Cive Hub	<ul style="list-style-type: none"> <li>-Have good product marketing</li> <li>-A well-known brand</li> </ul>	<ul style="list-style-type: none"> <li>-Not available in some places.</li> <li>-Has an expensive price</li> </ul>
K2Surf Esports	<ul style="list-style-type: none"> <li>-Provide a variety of products</li> <li>-Quality products</li> <li>-Receive good feedback from customers</li> <li>-Has a reasonable price</li> </ul>	<ul style="list-style-type: none"> <li>-Not known to many people</li> </ul>
ZNOS cyber	<ul style="list-style-type: none"> <li>-Keep the quality well</li> <li>-Got a beautiful design and different from the others</li> </ul>	<ul style="list-style-type: none"> <li>-Has an expensive price</li> <li>-Can only be sent to some places.</li> </ul>

#### 4.8 Marketing Personal Schedule:

Name	Activities	Responsibilities
NOOR AISHAH BINTI ABDULLAH	Customer service	- Make sure to greet customers and assist them with their purchases
NURUL AFIFAH BINTI MOHD MASSERI	Networking	-To maintain the relationship with customers.
AINI NADHIRAH BINTI ABD RAZAK	Promotion	- Handling and managing any promotion
WAN NURSYAIDATUL DAMIA BINTI ZULKEFLI	Grand Opening	- Ascertain that the store's opening goes smoothly as planned.

#### 4.9 REMUNERATION SCHEDULE

<b>POSITION</b>	<b>No</b>	<b>Monthly Salary (RM)</b>	<b>EPF 11% (RM)</b>	<b>SOSCO 3% (RM)</b>	<b>TOTAL</b>
General Manager	1	4 500.00	495.00	135.00	5 130.00
Administration Manager	1	4 000.00	440.00	120.00	4 560.00
Marketing Manager	1	4 000.00	440.00	120.00	4 560.00
Operational Manager	1	4 000.00	440.00	120.00	4 560.00
Financial Manager	1	4 000.00	440.00	120.00	4 560.00
<b>TOTAL</b>					<b>23 370.00</b>

#### 4.10 MARKETING BUDGET

<b>MARKETING EXPENDITURE</b>	
	<b>RM</b>
<b>Fixed Assets/Capital Expenditures</b>	
Sign board	4 000
Flyers	300
<b>Working Capital/Monthly Expenditure</b>	
Promotion	800
<b>Other Expenditures</b>	
Pre-Opening	3 000
Signboard license	1 500
Banner	50
<b>TOTAL</b>	<b>11,580</b>

## **5.0 OPERATION PLAN**

### **5.1 INTRODUCTION**

An operations manager is in charge of high-level HR responsibilities like recruiting top talent and establishing training standards and hiring guidelines. Operation manager also work to increase quality, productivity, and efficiency by analyzing and improving organizational processes. Operations managers make sure that a business's or an organization's operations are efficient and timely. Alive Cafe engage in work related to people, business strategy, core operations, finances, and project delivery.

However, Alive Cafe are in charge of motivating and advancing the team members they oversee. Managers of operations are involved in financial processes, such as invoicing. Operation manager are responsible for overseeing the company's budgeting, forecasting, costs, and margins. Operations managers must match clients' needs with individuals, balance goals and objectives from both perspectives, and work to advance growth strategy while balancing global needs. A business bachelor's degree is the minimum requirement for operations managers.

### **5.2 OBJECTIVES OF THE OPERATION PLAN**

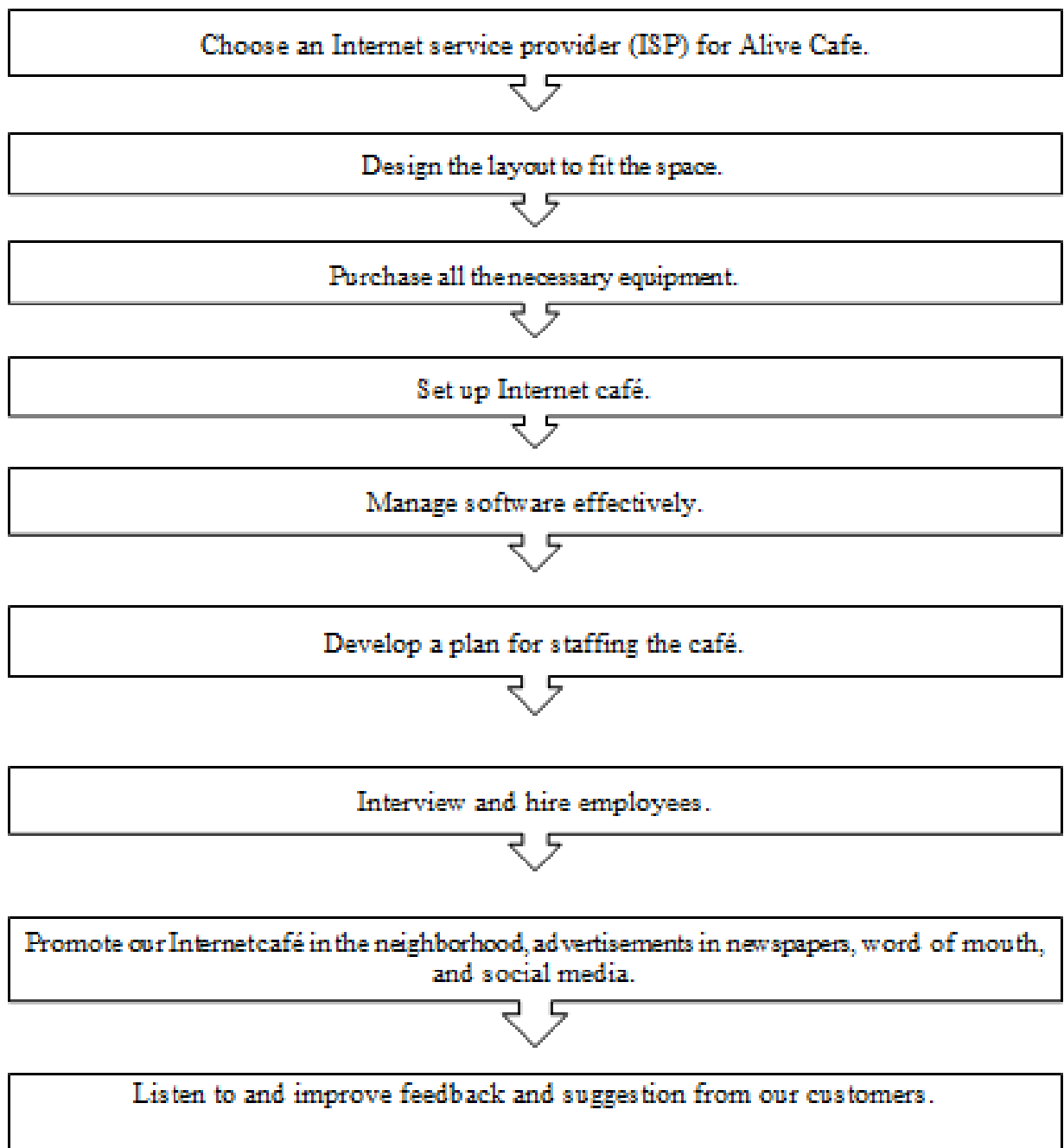
The following are some of the operational objectives for Alive Café

- To make sure the Alive Café operation runs smoothly.
- To ensure that the quality of services provided to customers is of the highest caliber.
- In order to guarantee the employment of highly skilled laborer, the company will interview a number of candidates interested in working for our respective business.

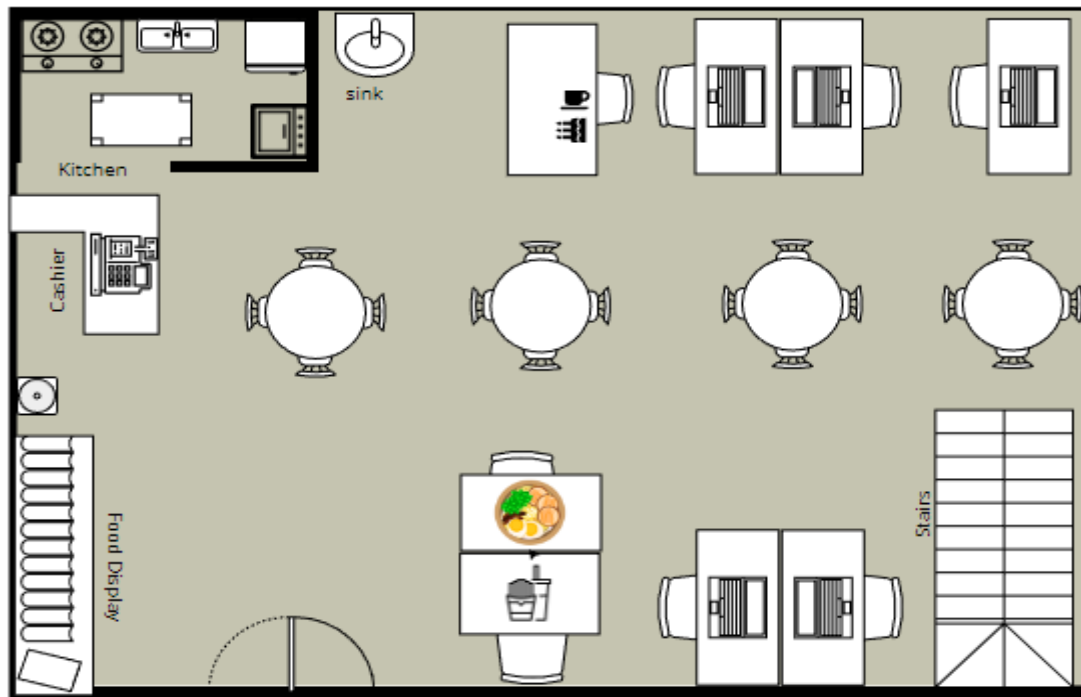


### 5.3 PROCESS PLANNING

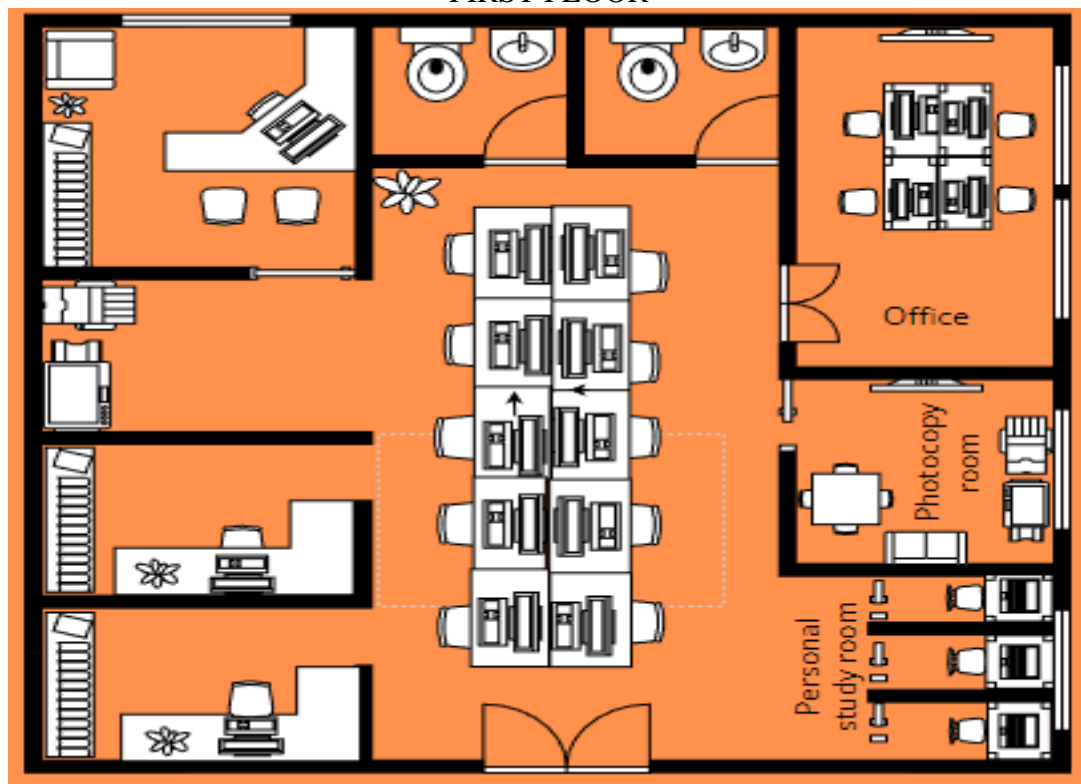
There are a few processes that need to be followed in order to set up the Alive Café. Below is the chart flow for the process of setting up the hardware and software of the Alive Café.







## 5.4 ALIVE CAFE LAYOUT



FIRST FLOOR



SECOND FLOOR

Partition	Description
<p style="text-align: center;"><b>OFFICE ROOM</b></p> 	<p>Office room is use for administration manager, marketing manager, operation manager and financial manager for them to discuss or held meeting. The Office room is equipped with a suitable supply and furniture for them to do their job.</p>
<p style="text-align: center;"><b>PERSONAL STUDY ROOM</b></p> 	<p>Alive Café provide personal study room so that it can give more privacy to students or customers to do their work or assignments. Personal study room space is only just for one person.</p>
<p style="text-align: center;"><b>GAMING ARENA</b></p> 	<p>Gaming Arena is for the customer play games as an individual or grouping. Also, they can surf the internet using the fast internet services.</p>
<p style="text-align: center;"><b>PHOTOCOPY ROOM</b></p> 	<p>The photocopy room are equipped with printer, photocopy, scanner machines. This room is for the photocopy services operation that Alive Café provided as a side income services. It is easily for students or customer who doesn't have printer or photocopy at home.</p>

### FOOD DISPLAY



Alive Café provide food display rack with various cake so that customer can choose and enjoy the cake at first floor and others food.

### KITCHEN



Kitchen is for Chef and bakers to make the food that Alive Café sell and prepare the food before to the customer. Alive Café will make sure that the kitchen always clean and good ingredients.

## 5.5 CAPACITY PLANNING

The following is the calculation of the capacity planning for Alive Café

Total workdays	27 days
Number of customers in a month	600 customers/month
Daily customer	$600/27$ 20 customers /day
BOM cost per customers	$15454 /600$ RM25
Number of populations in Shah Alam, Selangor	12533
Sales forecast monthly	$RM 25 \times 600 = RM15000$
Sales forecast yearly	$RM15000 \times 12 \text{ months} = RM180000$
Market size	$RM 91\,320 \times 12 = RM 1\,095\,840$

## 5.6 MATERIAL PLANNING

Material	Quantity	Unit Price/Per unit (RM)	Total Price (RM)
Cooking oil (5)	50 kg	28.90	289.00
Chicken	30 kg	12	60.00
Fries	6kg	8	48.00
Frozen meatball	6kg	14.90	89.40
Soft Drinks (packet)	2 cartons	49.50	99.00
Coffee powder	1 carton	13	13.00
Flour	2 cartons	34.50	69.00
Eggs	2 trays	14	28.00
Salt	1 carton	27.00	27.00
Sugar	1 carton	76.00	76.00
Baking powder	1kg	12.90	12.90
Spaghetti mee	1 carton	84.00	84.00
Milk	1 carton	144.25	144.25
Bread	1 carton	63.00	63.00
Mayonnaise	1kg	10.80	10.80
Cheese powder	1kg	17.00	17.00
Tomato	5kg	8.00	40.00
Sauce	5kg	12.50	37.50
Frozen burger patty	10 pack	5.50	55.00
Cucumber	5kg	5.00	25.00
<b>Total</b>		<b>635.75</b>	<b>1287.85</b>

## 5.7 MACHINES AND EQUIPMENT PLANNING

No	Machines	Quantity	Price/unit (RM)	Total price (RM)
1.	Desktop Computer	10	2699	26990
2	Printer	2	1499	2998
3	Wireless Internet Connection	2	160	320
4	Cashier Machine	2	400	800
5	Air Conditioner	4	2999	11996
6	Coffee Machine	2	8699	17398
7	Kitchen	1	4399	4399
8	Refrigerator	1	2199	2199
9	Freezer	1	1700	1700
10	Blender	3	159	477
11	Pan	4	70	280
12	Oven	2	899	1798
13	Toaster	2	150	300
14	Cutlery set	50	6.80	340
15	Tray	10	3.99	39.90
16	Glass	30	2.50	75.00
17	Plate	40	2.20	88.00
	<b>Total</b>	<b>166</b>	<b>26.047.49</b>	<b>72.197.90</b>

## 5.8 MANPOWER PLANNING

The Alive Café requires 15 employees as detailed below:

No	Designation of employees	Salary per /hour (RM)	Monthly salary (RM)	EPF (12%) RM	SOCSSO RM	Total RM
1	Chef	RM10x10 hours x 24 days	2400	288.00	55.10	2743.10
2	Manager	RM10x10 hours x 24 days	2400	288.00	55.10	2743.10
3	Waiters	RM7x 10 hours x 24 days	1680	201.60	37.10	1918.10
4	Counter Assistant	RM7x 10 hours x 24 days	1680	201.60	37.10	1918.10
5	Kitchen Hands	RM8x10 hours x 24 days	1920	230.40	43.90	2194.30
						<b>11516.70</b>



## 5.9 OVERHEADS REQUIREMENT

<b>No.</b>	<b>Items</b>	<b>Cost/ Month (RM)</b>
1	Utilities 1. Electrical 2. Internet 3. Water	1900
2	Rental	13500
3	Insurance	1000

## 5.11 BUSINESS AND OPERATIONS HOURS

Alive Café started the business from 12.00 a.m. until 12.00 a.m. Meanwhile, our operation hours also the same as business operation which is from 12.00 p.m until 12.00 a.m. This timeline applies to all divisions in Alive Café. The business will be closed every Friday as it is a rest day to give a way for Jumaat Prayer for all Alive Café male employees and customers.

<b>MANA-GER</b>	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNES- DAY</b>	<b>THURS- DAY</b>	<b>FRI- DAY</b>	<b>SATUR- DAY</b>	<b>SUNDAY</b>
<b>General Manager</b>	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	OFF DAY	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.
<b>Administ ration Manager</b>	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	OFF DAY	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.
<b>Marketin g Manager</b>	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	OFF DAY	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.
<b>Operatio n Manager</b>	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	OFF DAY	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.
<b>Financial Manager</b>	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.	OFF DAY	12 p.m. – 12 a.m.	12 p.m. – 12 a.m.

## 5.12 OPERATION PERSONNEL SCHEDULE

EMPLOYEE NAME	POSITION	NO. OF PERSONAL
NOOR AISHAH BINTI ABDULLAH	General Manager	1
NURUL AFIFAH BINTI MOHD MASSERI	Administration Manager	1
KHAIRUNNISA BINTI ADNAN	Marketing Manager	1
AINI NADHIRAH BINTI ABD RAZAK	Operational Manager	1
WAN NURSYAIDATUL DAMIA BINTI ZULKELFI	Financial Manager	1

EMPLOYEE NAME	TASKS AND RESPONSIBILITIES
NOOR AISHAH BINTI ABDULLAH	To supervise the operations of outlets and guarantee their profitability and effectiveness
NURUL AFIFAH BINTI MOHD MASSERI	To create, develop, and carry out plans to increase sales and profitability for the company, analyse financial performance.
KHAIRUNNISA BINTI ADNAN	Track, evaluate, and report on outlet development goals and accomplishments according to predetermined timelines and formats.
AINI NADHIRAH BINTI ABD RAZAK	Build a solid working relationship with every employee.
WAN NURSYAIDATUL DAMIA BINTI ZULKELFI	able to manage every outlet's controllable and uncontrollable expense while adhering to company guidelines

## 5.13 LICENSE, PERMITS AND REGULATIONS REQUIRED

### Importance of licenses

In order to start a business in Malaysia, we must first obtain a valid business licence. Licenses, registrations, permit, and approvals are all important. The Pihak Berkuasa Melesen (PBM) can issue a business licence based on the location and type of business. The business Alive Cafe must comply with some form of licencing before it can lawfully begin functioning, which could be a general licence, an industry/sector specific licence, or an activity specific licence.

### List of General licences required:

- Company Registration
- Company and Employees Income Tax Registration
- Employees Provident Fund
- Social Security Organisation
- Human Resources Development Fund
- Business Premise Licenses and Signboard Licenses

### For Company

- i) Certificate of Incorporation (Form 9/ Notice Section 17) – 1 copy;
- ii) Return of Particulars of Directors, Managers and Secretaries (Form 49 / Notice Section 58)– 1 copy;
- iii) Photos of our business premise (front and interior of premise);
- iv) Any one Director’s NRIC / Passport as stated in Form 49 / Notice Section 58 – 1 copy;
- v) Sample of signboard indicating design and color (if applicable);
- vi) Photos showing location of signboard (if applicable).

### For Enterprise (Sole-proprietor / Partnership)

- i) Certificate of Registration of Business (Form D) – 1 copy;
- ii) e-SSM Business Profile – 1 copy;
- iii) Photos of business premise (front and interior of premise);
- iv) Copy of any Business owner/Partner’s NRIC as stated in Form 49 – 1 copy;
- v) Sample of signboard indicating design and color (if applicable);
- vi) Photos showing location of signboard (if

#### 5.14 OPERATIONS BUDGET

<b>Particulars</b>	<b>Fixed Asset RM</b>	<b>Monthly Expenses RM</b>	<b>Others RM</b>	<b>Total RM</b>
<b>Fixed assets</b>				
Machinery & equipment	72197.90			72197.90
<b>Working capital</b>				
Carriage inward and duty				400
Raw material & packaging		1287.85		1287.85
Salary, EPF, SOCSO		11516.70		516.70
<b>Pre-operation &amp; Other expenditure</b>				
Other Expenditure				
Deposit rent			13500	500
Deposit utilities			1900	1900
Business registration and licenses			1000	1000
Insurances			1000	1000
Other Pre-operation Expenditure				
<b>Total</b>				<b>102,802.45</b>

## **6.0 FINANCIAL PLAN**

### **6.1 FINANCIAL OBJECTIVES**

The final stage of creating Alive Cafe business plan is the financial. It is one of the most important components of a business plan and involves determining the overall project cost, selecting a financing option, and creating financial projections in the form of pro forma statements that comprise the cash flow, income statement, and balance sheet. Financial can be defined as anything related to finance, money, economics, accounting, or budgeting. In other terms, money management includes operations such as investing, borrowing, saving, lending, forecasting, and also budgeting.

A financial plan must incorporate all financial information collected from the marketing, operations, and administration budgets. After that, a financial budget will be created from all the information given.

A financial plan is crucial for determining investment size, ensuring initial capital is enough, identifying relevant cost of finance, and serving as a guide for managing the organization.

There are several objectives of Alive Cafe financial plans. The objectives are:

- As a guidance for the project implementation
- To capitalize the maximum availability of internal sources
- To make sure that initial capital is adequate and sufficient
- To identify and propose the relevant sources of finance
- To avoid unnecessary generation of funds
- To ensure the project implementation is 100% success
- To ensure that the debt is restructured at least at minimal level

Without a financial plan, Alive Cafe cash flow may be unclear and may also present problems down the road because there will be no indication of where the money is coming from or going. As it will keep track of both incoming and departing funds, a financial plan and report serves as the backbone of a corporation. The four primary financial goals are, in brief, profitability, liquidity, efficiency, and stability.

## 6.2 PROJECT IMPLEMENTATION COST

### ➤ ADMINISTRATIVE BUDGET

<b>Administrative Budget</b>	
<b>Fixed Assets</b>	<b>RM</b>
Office Equipment	15,880
<b>Working Capital</b>	
Salary, EPF & SOCSO	16,510
<b>Pre-Operations</b>	
Business License and Registration	200
<b>Other Expenditure</b>	
Office Supplies	433
<b>TOTAL</b>	<b>33,023</b>

**Total Administrative Budget: RM33,023**

➤ **MARKETING BUDGET**

<b>Marketing Budget</b>	
<b>Fixed Assets</b>	<b>RM</b>
Sign board, flyers	4300
<b>Working Capital</b>	
Promotion	800
<b>Other Expenditures</b>	
Pre-opening	3000
Signboard License	1500
Banner	50
<b>TOTAL</b>	<b>11,580</b>

**Total marketing budget: RM11,580**



➤ OPERATING BUDGET

<b>Operating Budget</b>	
<b>Fixed Assets</b>	<b>RM</b>
Machinery& equipment	72197.90
<b>Working Capital</b>	
Raw material& packaging	1287.85
Salary, EPF, SOCSO	11516.70
Carriage inward and Duty	400
<b>Pre-Operations &amp; Other Expenditure</b>	
Deposit rent	13,500
Deposit utilities	1900
Business registration & license	1000
Insurances	1000
<b>TOTAL</b>	<b>102802.45</b>

**Total marketing budget: RM102, 802.45**

### **6.3 PROJECT IMPLEMENTATION COST AND SOURCE OF FINANCING**

When a firm refers to its source of funding, it refers to the place from where it obtains funds for activities like administration, marketing, and operating. All business owners, but especially new ones, must have a source of funding to act as a pillar of support for their enterprise. Every finance manager faces the significant task of selecting the appropriate source and mix of financing.

Source of finance can be divided based on time the source of generation, ownership and control and based on time period.

It can be divided into three categories based on time period:

- Long term (more than 5 years to 10, 15, 20 years)
- Medium term (3-5 years)
- Short term (less than 1 year)

Ownership and control can be divided into:

- Owned (equity, preference, retained earnings, convertible debentures, venture fund)
- Borrowed (financial institutions, commercial banks)

Generation of capital can be classified into:

- Internal sources (retained profit, reduction or controlling of working capital, sale of assets)
- External sources (equity, debt from banks)

Project Implementation Cost		Sources of Finance		
Requirements	Cost	Loan	Hire Purchase	Own contributions (Cash)
<b>Fixed Assets</b>				
Office Equipment	15,880	10,600		5280
Machines & Operation equipment	72197.90		60,000	12197.90
<b>Working Capital</b>				
Administrative	16,510	8000		8510
Marketing	800	300		500
Operations	12,804.55	6500		6304.55
<b>Pre-operations &amp; Other expenditure</b>	22,583	15,000		7583
<b>TOTAL</b>	<b>140,775.45</b>	<b>40,400</b>	<b>60,000</b>	<b>403,75.45</b>

## 6.4 LOAN AMORTIZATION REPAYMENT SCHEDULE

LOAN REPAYMENT SCHEDULE				
Amount : <b>40,400</b>				
Interest Rate : <b>5%</b>				
Duration (years) : <b>3</b>				
Method : <b>Annual Rest</b>				
Year	Principal	Interest	Total Payment	Principle Balance
	-	-	-	40,400
<b>1</b>	13467	2020	15487	24913
<b>2</b>	13467	1210	14677	10236
<b>3</b>	13467	512	13979	-
<b>4</b>	0	0	-	-
<b>5</b>	0	0	-	-
<b>6</b>	0	0	-	-
<b>7</b>	0	0	-	-
<b>8</b>	0	0	-	-
<b>9</b>	0	0	-	-
<b>10</b>	0	0	-	-

**6.5 HIRE PURCHASE REPAYMENT SCHEDULE**

<b>HIRE PURCHASE REPAYMENT SCHEDULE</b>				
<b>Amount : 60,000</b>				
<b>Interest Rate : 5%</b>				
<b>Duration (years) : 3</b>				
<b>Method : Annual Rest</b>				
<b>Year</b>	<b>Principal</b>	<b>Interest</b>	<b>Total Payment</b>	<b>Principle Balance</b>
	-	-	-	60,000
<b>1</b>	20,000	3000	23,000	37,000
<b>2</b>	20,000	1850	21850	15150
<b>3</b>	20,000	758	20,758	-
<b>4</b>	0	0	-	-
<b>5</b>	0	0	-	-
<b>6</b>	0	0	-	-
<b>7</b>	0	0	-	-
<b>8</b>	0	0	-	-
<b>9</b>	0	0	-	-
<b>10</b>	0	0	-	-

## 6.6 PRO FORMA CASH FLOW STATEMENT

ALIVE CAFÉ CASH FLOW PRO FORMA																
Month	Pre-Operation	1	2	3	4	5	6	7	8	9	10	11	12	Total Year 1	Total Year 2	Total Year 3
<b>Cash inflow</b>																
Capital(cash)	100,000													100,000		
Loan	40,400													40,400		
Cash sale		75,000	80,000	85,000	86,000	86,000	90,000	90,000	91,000	100,000	102,000	104,000	106,840	1,095,840		
<b>Total cash inflow</b>		140,000	80,000	85,000	86,000	86,000	90,000	90,000	91,000	100,000	102,000	104,000	106,840	1236,240	1205,242	1386,238
<b>Cash outflow</b>																
<b>Administrative Expenditure</b>																
Rent, utilities	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	24,000	24,000	24,000
Salaries, EPF, SOCSO	16483	16483	16483	16483	16483	16483	16483	16483	16483	16483	16483	16483	16483	197,798	197,798	197,798
<b>Marketing Expenditure</b>																
Promotion	800	800	800	800	800	800	800	800	800	800	800	800	800	9600	9600	9600
<b>Operation Expenditure</b>																
Cash purchase	6305	6305	6305	6305	6305	6305	6305	6305	6305	6305	6305	6305	6305	75660	81965	88270
Carriage inward& Duty	400	400	400	400	400	400	400	400	400	400	400	400	400	4800	4800	4800
Salaries, EPF, SOCSO	11517	11517	11517	11517	11517	11517	11517	11517	11517	11517	11517	11517	11517	138204	138204	138204

<b>Other expenditures</b>																	
<b>Pre - Operation</b>																	
Deposit (rent, utilities)	24,000													24,000			
Business Registration & License	200																
<b>Fixed Assets</b>																	
Hire purchase down payment	40375													40375			
<b>Hire purchase repayment</b>																	
Principal	1667	1667	1667	1667	1667	1667	1667	1667	1667	1667	1667	1667	1667	20004	20004	20004	
Interest	43	43	43	43	43	43	43	43	43	43	43	43	43	516	516	516	
<b>Loan repayment</b>																	
Principal	1122	1122	1122	1122	1122	1122	1122	1122	1122	1122	1122	1122	1122	13464	13464	13464	
Interest	56	56	56	56	56	56	56	56	56	56	56	56	56	672	605	514	
<b>Total Cash Outflow</b>	104968	40393	40393	40393	40393	40393	40393	40393	40393	40393	40393	40393	40393	549293	490956	497170	
<b>Cash Surplus (deficit)</b>	35432	34607	39607	44607	45607	45607	49607	49607	50607	59607	61607	63607	66607	686947	714468	889067	
<b>Beginning Cash Balance</b>		35432	70039	109646	154252	199859	245466	295073	344680	395286	454893	516500	580107	0	686947	1401414	
<b>Ending Cash Balance</b>	35432	70039	109646	154252	199859	245466	295073	344680	395286	454893	516500	580107	646554	686947	1401414	2920481	

## 6.7 PRO FORMA INCOME STATEMENT

ALIVE CAFÉ						
PRO-FORMA INCOME STATEMENT						
				Year 1	Year 2	Year 3
<b>Sales</b>				1,095,840	<b>1205424</b>	<b>1386238</b>
<b>Less: Cost of Sales</b>						
Opening Stock of Finished Goods						
Production Cost				144,292	144,421	144,634
less: Ending Stock of Finished Goods						
				144,292	144,421	144,634
<b>Gross Profit</b>				<b>951,548</b>	<b>1,061,003</b>	<b>1,241,604</b>
<b>Less: Expenditure</b>						
Administrative Expenditure				221798	221798	221798
Marketing Expenditure				9600	9600	9600
Other Expenditure						
Business Registration & Licences				200		
Insurance & Road Tax for Motor Vehicle						
Other Pre-Operations Expenditure						
Interest on Hire-Purchase				516	516	516
Interest on Loan				672	605	514
Depreciation of Fixed Assets						
<b>Total Expenditure</b>				<b>232,786</b>	<b>232,519</b>	<b>232,428</b>
<b>Net Profit Before Tax</b>				<b>718,762</b>	<b>828,484</b>	<b>1,009,176</b>
<b>Tax</b>				<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Profit After Tax</b>				<b>718,762</b>	<b>828,424</b>	<b>1,009,176</b>
<b>Accumulated Net Profit</b>				<b>718,762</b>	<b>1,547,245</b>	<b>2,556,421</b>



## 6.8 PRO FORMA BALANCE SHEET

<b>ALIVE CAFÉ</b>					
<b>PRO-FORMA BALANCE SHEET</b>					
			<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b><u>ASSETS</u></b>					
<b><u>Fixed Assets (Book Value)</u></b>					
Office equipment			15,880	14,292	12,148
Office supplies			433	390	322
Machines & Equipment			72,198	64,978	55,231
			<b>88,511</b>	<b>79,660</b>	<b>67,711</b>
<b><u>Current Assets</u></b>					
Stock of Raw Materials					
Stock of Finished Goods					
Accounts Receivable					
Cash Balance			686,947	1,401,414	2,290,481
			<b>686,947</b>	<b>1,401,414</b>	<b>2,290,481</b>
<b><u>Other Assets</u></b>					
Deposit			24,000	24,000	24,000
<b>TOTAL ASSETS</b>			<b>799,458</b>	<b>1,505,074</b>	<b>2,382,192</b>
<b><u>Owners' Equity</u></b>					
Capital			100,000	100,000	100,000
Accumulated Profit			718,762	1,547,245	2,556,421
			<b>818,762</b>	<b>1,647,245</b>	<b>2,656,421</b>
<b><u>Long Term Liabilities</u></b>					
Loan Balance			53,856	40,392	26,928
Hire-Purchase Balance			80,016	60,012	40,008
			<b>133,872</b>	<b>100,404</b>	<b>66,936</b>
<b><u>Current Liabilities</u></b>					
Accounts Payable					
<b>TOTAL EQUITY &amp; LIABILITIES</b>			<b>952,634</b>	<b>1,747,649</b>	<b>2,723,357</b>

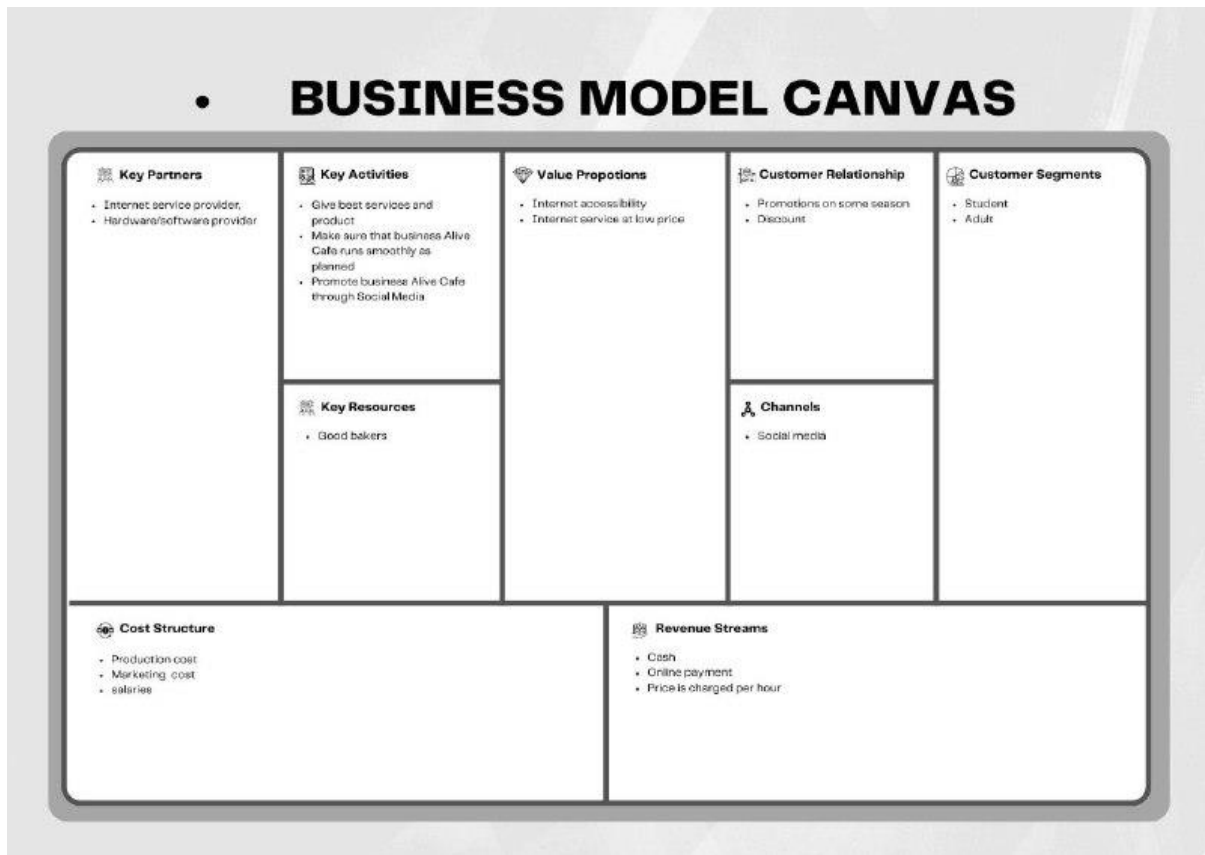
## 6.9 FINANCIAL ANALYSIS

<b>ALIVE CAFÉ</b>			
<b>FINANCIAL ANALYSIS</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b><u>PROFITABILITY</u></b>			
Sales	1,095,840	1,205,424	1,386,238
Gross Profit	951,548	1,061,003	1,241,604
Profit Before Tax	718,762	828,484	1,009,176
Profit After Tax	718,762	828,424	1,009,176
Accumulated Profit	718,762	1,547,245	2,556,421
<b><u>LIQUIDITY</u></b>			
Total Cash Inflow	1,236,240	1,205,424	1,386,238
Total Cash Outflow	549,293	490,956	497,170
Surplus (Deficit)	686,947	714,468	889,067
Accumulated Cash	686,947	1,401,414	2,290,481
<b><u>SAFETY</u></b>			
Owners' Equity	818,762	1,647,245	2,656,421
Fixed Assets	88,511	79,660	67,711
Current Assets	686,947	1,401,414	2,290,481
Long Term Liabilities	133,872	100,404	66,936
Current Liabilities	0	0	0
<b><u>FINANCIAL RATIOS</u></b>			
<b><i>Profitability</i></b>			
Return on Sales	66%	69%	73%
Return on Equity	88%	50%	38%
Return on Investment	90%	55%	42%
<b><i>Liquidity</i></b>			
Current Ratio			
Quick Ratio (Acid Test)			
<b><i>Safety</i></b>			
Debt to Equity Ratio	0.2	0.1	0.0
<b><u>BREAK-EVEN ANALYSIS</u></b>			
Break-Even Point (Sales)	268,086	265,370	260,511
Break-Even Point (%)	24%	22%	19%

## 7.0 PROJECT IMPLEMENTED SCHEDULE

<b>Activities</b>	<b>Deadlines</b>	<b>Duration</b>
Incorporation of business.	January – March 2025	3 months
Application for permits and licenses.	January – April 2025	4 Months
Searching for business premises	March – April 2025	2 Months
Renovation of the premise.	April- June 2025	3 Months
Procurement of machines and raw material.	June – August 2025	3 Months
Recruitment of labour.	August 2025	1 Months
Installation of the machine.	August 2025	1 Months

## 8.0 BUSINESS MODEL CANVAS



### 1.Customer Segments.

Students without their own internet access might want to use Skype, social media, email, download music and videos to their own portable devices, as well as take advantage of any other services Alive Cafe provide, to stay in touch with friends. Also, More and more players are signing on to play online games as their quality keeps rising. Alive Cafe might be able to draw large groups of gamers to the café if the internet connection is really fast which is faster than those offered to domestic consumers. Alive Cafe might also choose to provide networked gaming for well-known titles, whether or not those games are played online. To accommodate this clientele, Alive Cafe decided to stay open late. Then, the passers-by also can be the customer target of Alive Cafe, people walking by stopping solely to eat. Depending on the size of Alive Café and when planning to serve food, Alive Cafe can try to entice people to come in person rather than online.

## **2. Value Propositions.**

Alive Cafe will employ a variety of tactics to try to draw consumers to the café. These could incorporate providing:

Convenient and affordable charging. For example allowing customers to carry over unused minutes to the next session, a selection of food and beverages that your consumers desire and an environment that is welcoming to all age groups. Also, outstanding hardware and software the quickest internet connection possible, convenient hours of operation. A wide range of other computing services, including training programmes and computer maintenance, are provided by a pleasant and competent staff. Additional relevant services, such as photo printing or scanning and a warm outside and a tranquil interior can be purchased and view. Lastly, since gamers are likely to stay for extended hours, you should probably give them particularly comfortable chairs.

## **3. Channels.**

Whatever services Alive Cafe choose to provide, it is crucial to let potential clients know about you. Alive Cafe can advertise itself in a variety of ways, such as:

Create a personal website, advertise in the neighbourhood newspaper and any other local publications such as a guide to area attractions. Acquire a listing in a guide of internet cafes.

Alive Cafe also can leave contact information in establishments like delicatessens that draw clients from different countries and advertise in universities, computer stores, and other places.

## **4. Customer Relationship.**

In Alive Cafe business, providing a simple promotion due to some of season or time is one of the methods to get a customer relationship. For example, Alive Cafe will give a discount for the customers during the 11.11 and 12.12 sales on the social media which is Instagram, Facebook and WhatsApp. Other than that, Alive Cafe also give some discounts for the customers who buy more than two coffees. Alive Cafe use this method because it is kind of a good way to attract people to buy the product. Currently, Alive Café promoting the business in social media because it is the biggest platform that most people know and have. So, it will be easier for them to know a new promotion that we give during certain times in social media that will be use in Alive Cafe.

## **5. Revenue Streams.**

For the payment of Alive Cafe, this business also does a cash payment where the customers who come to Alive Café also can pay buy cash. This cash payment is encouraged for people who don't have an online banking account especially for children or students. This Alive Cafe also use an online payment for the customers who love cashless and just want to pay by waving their card. This online payment is the most common way and, we can say it is an easier way for people to pay where the method Alive Cafe use for online payment is through online transfer, qr code payment and also e-wallet payment. The online payment is easier because it directly goes into the bank. Finally, the price that charged for the customer use the services of the internet and personal computer provided in Alive Cafe will be charge per hour which is RM4 per hour.

## **6. Key Activities.**

The variety of services that Alive Cafe provided may rely on the financial capabilities, the size of Alive Cafe space, the own tastes and skills, as well as the ability to spend. In addition to wired and wireless internet connection, the following services might be provided:

Networked gaming also includes other computer services like disc burning, advanced software programmes, document printing, and data recovery. These can be particularly well-liked by senior citizens who desire to develop computer skills but are too intimidated to do so on their own. Fax and photocopying services venue hiring, such as for focus groups or website launches services for graphic design with food.

## **7. Key Resources**

A good baker is also important in obtaining good service in my business even though Alive Café start the business with a small number of products. Before Alive Cafe choose a baker for the foods that Alive Café sell, Alive Cafe will look first who are the bakers and their skilled or experience and the ability to produce the food because it can affect every aspect of the business. Therefore, the bakers that made the foods are all highly skilled where they are very detailed.

## **8. Key Partners**

Alive Café key partners is the internet service provider where Alive Café choose Unifi as an internet provider. This provider provides an internet at Alive Café for the customers to use along when they are at the café while eating the foods and while using the personal computer. Moreover, the hardware or software provider that Alive Café use as a key partner is Intel Corporation which it is one of the top software providers in Malaysia.

## **9. Cost structures**

Alive Cafe also spends some money that contribute from all the business partner that they have provided to Alive Cafe. As we know, the cost structure is a very crucial things for the businesses to start the business which it involves all the expenses to run Alive Cafe. The cost that Alive Cafe have spent to complete the business is for equipment, personal computer, table, chair and other supplies for Alive Cafe. Alive Café also have to bear a marketing cost in order for this café to market the business on social media and many channels. For example, Alive Cafe will make an advertisements on social media, a brochure, banner and television for children who don't have a gadget. Alive Café also have to pay salaries to the employees who work at the café as a compensation of their hard work to achieve Alive Cafe goals.

## 9.0 SWOT ANALYSIS

<b>STRENGTH</b>	<b>WEAKNESS</b>
Knowledgeable and friendly staff. State-of-the art equipment. Upscale ambiance. Clear vision of the market need.	Technology changes rapidly. Cost factor linked with keeping state-of-the-art hardware.
<b>OPPORTUNITY</b>	<b>THREAT</b>
Rising population of daily Internet users. Social bonds of customer.	Falling cost of Internet access. Emerging local competitors.



## 10.0 CONCLUSION

Thank God that we were able to finish the process of creating a business plan with the time given to us. We have experienced various problems, including miscommunication among members, slow internet, and a lack of information on the website but we still managed to settle it together. A lot of new experiences have also been had by us and joining this business has been quite beneficial for all of us. After completing this business plan, we are already aware of the steps involved in starting a business and finishing the actual business plan. After completing this business plan, we are already aware of the steps involved in starting a business and finishing the actual business plan. We are so confident that Alive Cafe will get acceptance and become well-known in our community and be globally or internationally.

As for the business plan, we decided to open a cafe as our main business because the cafe that open both food and beverage and entertainment are not so famous in Malaysia and we as a Malaysian wanted to be the first most well-known business. We also anticipate that with our commitment and effort, we will succeed in producing many foods and also provide services which it can make our business the first choice for people looking to purchase the foods and also use our services such as internet provider and also personal computer. In order to satisfy our customers' needs and make them happy, we want to become their favourite choice and able to open more branch all throughout Malaysia.

We trust that this business will provide us with a lot of positive things, including profit. We'll also put in a lot of effort in the future to make more goods and give our clients the greatest support. Finally, we believe that by finishing this business plan, it will serve as an example for us and other people who are thinking about starting their own business. Therefore, ENT300 is crucial for us since it will inform and inspire us to find our own new company so that we can survive in the future

## 11.0 APPENDICES



1. Profit and Loss

The net profit of the partnership shall be divided equally between the partners and the net losses shall be borne equally by them. A separate income account shall be maintained for each partner. Partnership profits and losses shall be charged or credited to the separate income account of each partner. If a partner has no credit balance in their income account, losses shall be charged to their capital account.

2. Salaries and Withdrawals

Partners shall receive any salary for services rendered to the partnership. Each partner may, from time to time, withdraw the credit balance in their income account.

3. Interest

No interest shall be paid on the initial contributions to the capital of the partnership or on any subsequent contributions of capital.

4. Management Duties and Restrictions

The partners shall have equal rights in the management of the partnership business, and each partner shall devote their entire time to the conduct of the business. Without the consent of the other partner neither partner shall on behalf of the partnership borrow or lend money, or make, deliver, or accept any commercial paper, or execute any mortgage, security agreement, bond, or lease, or purchase or contract to purchase, or sell or contract to sell any property for or of the partnership other than the type of property bought and sold in the regular course of its business.

5. Banking

All funds of the partnership shall be deposited in its name in such checking account or accounts as shall be designated by the partners. All withdrawals therefrom are to be made upon checks signed by either partner.

6. Books

The partnership books shall be maintained at the principal office of the partnership, and each partner shall always have access to the books. The books shall be kept on a fiscal year basis and shall be closed and balanced at the end of each fiscal year. An audit shall be made as of the closing date.

7. Voluntary Termination

The partnership may be dissolved at any time by agreement of the partners, in which event the partners shall proceed with reasonable promptness to liquidate the business of the partnership.

8. Death

Upon the death of either partner, the surviving partner shall have the right either to purchase the interest of the decedent in the partnership or to terminate and liquidate the partnership business.

9. Arbitration

Any controversy or claim arising out of or relating to this Agreement, or the breach hereof, shall be settled by arbitration in accordance with the rules. In witness whereof the parties have signed this Agreement.

## COMPENSATION AND BENEFITS

- Employment Act 1955

Employment law in Malaysia is generally governed by the Employment Act 1955 (“Employment Act”). The Employment Act sets out certain minimum benefits that are afforded to applicable employees. For applicable employees – any clause in an employment contract that purports to offer less favorable benefits than those set out in the Employment Act, shall be void and replaced with the minimum benefits in the Employment Act. The protection under the Employment Act only applies to these categories of employees:

- Employees whose monthly salary does not exceed RM2,000.
- Employees who are engaged in manual labour, regardless of salary.
- Employees engaged in the operation or maintenance of mechanically propelled vehicle.
- Employees who supervise or oversees other employees engaged in manual labour
- Employees engaged in any capacity on a vessel (subject to certain other conditions).

### 1) **Rest day**

Every employee shall be allowed in each week a rest day of one whole day as may be determined from time to time by the employer.

### 2) **Holidays**

Every employee shall be entitled to a paid holiday at his ordinary rate of pay on ten gazette public holidays in any one calendar year, four of which shall be ;-

(a) the National Day

(b) the Birthday of the Yang di-Pertuan Agong

(c) the Birthday of the Ruler or the Yang di-Pertua Negeri, as the case may be of the State in which the employee wholly or mainly works under his contract

of service, or the Federal Territory Day, if the employee wholly or mainly works in the Federal Territory.

(d) the Workers' Day: Provided that if any of the said ten gazetted public holidays falls on a rest day the working day following immediately thereafter shall be a paid holiday in substitution.

### **3) Annual leave**

An employee shall be entitled to paid annual leave of;-

(a) eight days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of less than two years.

(b) twelve days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of two years or more but less than five years.

(c) sixteen days for every twelve months of continuous service with the same employer if he has been employed by that employer for a period of five years or more, and if he has not completed twelve months of continuous service with the same employer during the year in which his contract of service terminates, his entitlement to paid annual leave shall be in direct proportion to the number of completed months of service

### **4) Sick leave**

An employee shall, after examination at the expense of the employer ;-

(a) by a registered medical practitioner duly appointed by the employer; or

(b) if no such medical practitioner is appointed or, if having regard to the nature or circumstances of the illness, the services of the medical practitioner so appointed are not obtainable within a reasonable time or distance, by any other registered medical practitioner or by a medical officer, be entitled to paid sick leave;-

(i) of fourteen days in the aggregate in each calendar year if the employee has been employed for less than two years.

(ii) of eighteen days in the aggregate in each calendar year if the employee has been employed for two years or more but less than five years;

(iii) of twenty-two days in the aggregate in each calendar year if the employee has been employed for five years or more; or

(aa) where no hospitalisation is necessary or

(bb) sixty days in the aggregate in each calendar year if hospitalisation is necessary, as may be certified by such registered medical practitioner or medical officer:

Provided that the total number of days of paid sick leave in a calendar year which an employee is entitled to under this section shall be sixty days in the aggregate; An employee shall also be entitled to paid sick leave under paragraphs (aa) and (bb) of subsection (1) after examination by a dental surgeon as defined in the Dental Act 1971:

## **5) Maternity leave**

Every female employee shall be entitled to maternity leave for a period of not less than sixty consecutive days. A female employee shall not be entitled to any maternity allowance if at the time of her confinement she has five or more surviving children.

## **6) Overtime**

For any overtime work carried out in excess of the normal hours of work, the employee shall be paid at a rate not less than one and half times his hourly rate of pay irrespective of the basis on which his rate of pay is fixed. In this section "overtime" means the number of hours of work carried out more than the normal hours of work per day. Provided that if any work is carried out after the spread over period of ten hours, the whole period beginning from the time that the said spread over period ends up to the time that the employee ceases work for the day shall be deemed to be overtime.

Any other terms and conditions are: -

**1) Paternity**

Male employees are eligible to 2 working days leave for the birth of their own child up to 5 surviving children.

**2) Marriage**

Employees are entitled for 5 days leave for first legal marriage per employment.

**3) Compassionate**

Every employee is entitled for 3 consecutive working days on the death of their immediate family member.

**4) Bonus**

The bonus will be granted to employees at a rate of 30 % of the monthly salaries depends on the company's performance.

**5) The Annual Increment**

Employees will be paid with an annual increment based on the individual performance at a rate of 5% to 30% per annum. Those who fail to achieve the performance standard will not be granted with an annual increment.



- Social Security Organization (SOCSO)

The main function of SOCSO is to provide social security protection to employees and their dependants through the Employment Injury Scheme and the Invalidity Scheme. The Employment Injury Scheme provides protection to employees against occupational injuries including occupational diseases and commuting accidents. The Invalidity Scheme provides 24-hour protection to employees against invalidity or death due to any cause outside working hours and not related to employment. Both schemes provide cash benefits to employees and their dependents in the event of unforeseen incidents, in addition to providing medical treatment, physical rehabilitation or vocational training. SOCSO also conducts and implements accident prevention activities through occupational safety and health awareness programs among employees and employers. The rate of contribution is 1.25% per month from the insured salary option. Monthly contribution is subject to the ceiling of the insured wage of RM4,000.00 per month.

- Employer Provident Fund (EPF)

As an employer, the responsibility includes paying EPF contributions in respect of any person engaged to work under a Contract of Service or Apprenticeship. Subject to the provisions of section 52, every employee and every employer of a person who is an employee within the meaning of this Act shall be liable to pay monthly. Contributions on the amount of wages at the rate respectively set out in the Third Schedule (Section 43(1), EPF Act 1991).

## 12.0 REFERENCES

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