



اَوْنِبُوْرَسِيْتِي تِي كُونُوْ لُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

CHILLAX CAFE

Prepared by:

SETILA ANAK ANTHONY	2014238088
DORA JELENG ANAK ANDAN	2014931439
LUCYNANI ANAK JELUM	2014544019
JULINA ATUN ANAK ANDOM	2014731679
AMELIA RICHARDSON	2014708851

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PREPARED FOR:

MADAM SITI FARAH BINTI LAJIM

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BANKING STUDIES

UNIVERSITY TEKNOLOGI MARA, MUKAH SARAWAK

1.0 EXECUTIVE SUMMARY

Our business is owned actively by partnership. As a small startup company, we recognize the limitation of attempting to manufacture our products in a small premise. So that, our companies can more concentrate on making the products, as well as give good services to produce our products based on our customer demand.

Besides that, our business is locates at New Township, Mukah. We choose this location because it is situated in the center area of people passage from every place in New Township which it nearby of popular shopping complex Medan Mall.

Our business is based on providing food and beverage. We choose this business because it's make high profit and can expand future expectation. Besides that, it can attract potential customer to buy it

1.4 Introduction

Name of the business

We choose Chillax Cafe whereby the business has been decided in the form of partnership. We chose this name because the word Chillax Cafe word which means attractive, convincing so that we can persuade more customers to come to our place.

Nature of Business

Our main activities it to providing the food and beverage. Which we want introduce our cafe, provide better place for student so that their can spend they free time study and do their assignment while enjoying our food and beverage.

Industry profile

Nowdays, Malaysia provides a significant pool of active consumers who will continue to modernist their eating habits, leading to increasing consumption of imported food and beverages. The growth of manufacturing sector in general, is expected to continue to be export led with the share of resource-based export anticipated leading to increasing consumption of imported food and beverages from western countries.

Factor in selecting the proposed business

We choose this business as we know that there is very little competition of this kind of industry in Mukah area. Plus, our cafe it providing food and beverages that different from other cafe and competition. Then, many people especially university students like to take some beverages as a daily intake. In the present, mukah will be the best local education institution were that will higher probability to us to achieve our goals to be successful in this town.

Future prospects of business

This business has good future prospects. It is because it has highly demand because we providing food and beverages it differs from other cafe. At present, there are many cafe that provide place for students to hangout, such as Starbuck, big apple and so on.

1.5 BUSINESS BACKGROUND

Business's Name	Chillax Cafe
Business Address	Sublot No 3-9,1st floor New Township 96400 Mukah, Sarawak.
Correspondence Address(website)	Via Facebook - Chillax Cafe
Telephone Number	084-312197
Form of Business	PARTNERSHIP
Main Activity	PROVIDING FOOD AND BEVERAGE (SERVICE)
Date of Commencement	IN PROGRESS
Date of Registration	IN PROGRESS
Registration Number	IN PROGRESS
Name of Bank	Bank Rakyat
Bank Account Number	2456518224552

1.6 BUSINESS LOGO



Blue

- Color of the sky and sea.
- Associated with depth and stability - symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth and heaven
- Calming

White

- Cleanliness, purity, innocence, lightness, empowerment, goodness