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TITLE:

BUSINESS PLAN REPORT - CATMOSPHERE CAFE

GROUP 1

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TABLE OF CONTENT

1.0 EXECUTIVE SUMMARY.....	4
2.0 BUSINESS BACKGROUND.....	5
3.0 PARTNERS BACKGROUND.....	9
4.0 ADMINISTRATION PLAN.....	17
4.1.1 MISSION.....	17
4.1.2 VISION.....	17
4.1.3 OBJECTIVES.....	17
4.3 ORGANIZATIONAL CHART.....	19
4.4 ADMINISTRATION PERSONNEL.....	20
4.5 REMUNERATION SCHEDULE.....	22
4.6 OFFICE EQUIPMENT, FIXTURE, FITTINGS & OFFICE SUPPLIES.....	23
4.7 ADMINISTRATION BUDGET.....	25
5.0 MARKETING PLAN.....	26
5.1 PRODUCT DESCRIPTION.....	26
5.2 TARGET MARKET.....	28
5.3 MARKET SIZE & SALES FORECAST.....	30
5.3.1 MARKET SIZE.....	30
5.3.2 SALES FORECAST.....	32
5.4 COMPETITORS ANALYSIS.....	33
5.5 MARKET SHARE.....	34
5.6 MARKETING MIX.....	35
5.7 MARKETING BUDGET.....	38
6.0 OPERATIONAL PLAN.....	39
6.1 PROCESS PLANNING.....	39
6.2 OPERATION LAYOUT.....	40
6.3 PRODUCTION/CAPACITY PLANNING.....	43

6.4 MATERIAL REQUIREMENT PLANNING.....	44
6.5 MACHINE & EQUIPMENT PLANNING.....	45
6.6 LOCATION.....	48
6.7 BUSINESS & OPERATION HOUR.....	49
6.8 PERMITS/ LICENSES REQUIREMENT.....	50
6.9 OPERATION BUDGET.....	52
7.0 FINANCIAL PLAN.....	53
7.1 OPERATIONAL BUDGETS.....	53
7.2 PROJECT IMPLEMENTATION COST & SOURCES OF FINANCING.....	56
7.3 PRO-FORMA CASH FLOW.....	58
7.4 PRO-FORMA INCOME STATEMENT.....	59
7.5 PRO-FORMA BALANCE SHEET.....	60
8.0 CONCLUSION.....	61
9.0 APPENDICES.....	62

1.0 EXECUTIVE SUMMARY

Catmosphere is a distinctive cat cafe that merges a cozy cafe atmosphere with the therapeutic benefits of spending time with cats. Our mission is to create a relaxing space for cat-lovers to unwind, enjoy meals and beverages, and build connections with our feline friends.

Catmosphere offers a unique and enriching experience with its key features. We provide a dedicated space for customers to enjoy their foods and drinks in the company of playful cats, fostering a stress-free environment for relaxation and connection. Complementing the joy of feline companionship, Catmosphere ensures a delightful culinary experience with a diverse menu of premium coffees, teas, and snacks. Moreover, the establishment takes community engagement to the next level by creating a dynamic space for cat lovers to come together, learn, and celebrate their shared passion while furthering awareness about responsible pet care. Catmosphere thus combines the pleasures of a quality cafe experience with the unique and heartwarming aspect of cat companionship, making it a haven for both coffee enthusiasts and cat lovers alike.

Catmosphere strategically aligns itself with the burgeoning global trend of cat cafes, recognizing the increasing popularity and appeal of such establishments worldwide. By doing so, Catmosphere positions itself to capitalize on this trend and emerge as a local hotspot within its community. The cafe aims to draw in cat lovers who are not just seeking a typical coffee experience but are actively searching for unique and experiential ventures. Catmosphere distinguishes itself by providing a distinct blend of premium beverages and a relaxing atmosphere, enriched by the presence of playful cats. The focus on customer experience is central to its approach, ensuring that patrons not only enjoy quality drinks but also find joy, relaxation, and a sense of community through their interactions with the feline residents. In essence, Catmosphere taps into the broader movement of experiential dining and leisure while catering specifically to the niche audience of cat enthusiasts, creating a space that offers a delightful and unforgettable blend of coffee and feline companionship.

Next, we have assembled a strong management team. This team is led by Nurul Nadira Abd Rani. Then, we have Muhammad Naufal Alif bin Husin as a marketing manager, Shaiful Muhammad Arash bin Shaiful Johan as financial manager, Sheikh Adib Hakim bin Sh. Mokhsin as an operational manager. In addition, the employees hired all have their experience in accordance with the position set within the company.

2.0 BUSINESS BACKGROUND

In response to evolving consumer preferences and a growing desire for unique and immersive experiences, Catmosphere Cafe has emerged as an innovative venture at the intersection of coffee culture and feline companionship. The business name, Catmosphere Cafe, was carefully chosen by the partnership members who believed it carries a distinctive appeal, resonating with customers, particularly cat lovers, and encapsulating the essence of the cafe's offerings in a playful and memorable manner. Structured as a partnership, Catmosphere strategically leverages the collaborative strength of its founders, fostering a cooperative environment that encourages creativity and shared responsibilities. The partnership includes Miss Nadira as the General Manager, Mr. Naufal as the Marketing Manager, Mr. Arash as the Financial Manager, and Mr. Adib as the Operational Manager, a deliberate choice to capitalize on the synergies of its founders. This legal structure not only aligns with our vision for a cooperative and inclusive business environment but also underscores our commitment to a shared journey toward success.

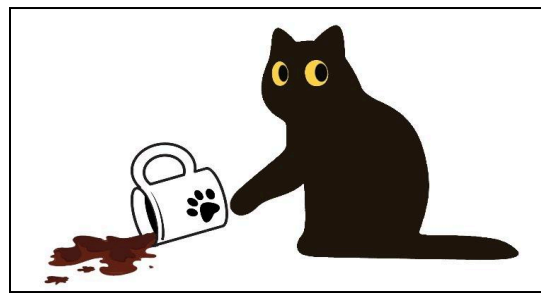


Figure 2.1 : The Signature of Our Cafe

Catmosphere Cafe is strategically located at 73, Jln Lembah 18, Bandar Baru Seri Alam, 81750 Masai, Johor, making it an ideal location with proximity to residential areas, offices, universities, and schools, key components of our target market. This strategic choice facilitates accessibility for young and working individuals, providing them with the opportunity to relish a diverse range of offerings, including coffee, non-caffeine drinks, pastries and pasta, all in the delightful company of our resident cats. The cafe's architectural design stands out with its innovative two-level concept. This design caters to a broad audience, accommodating those seeking a serene and focused atmosphere on the lower level, as well as those desiring a more interactive and playful encounter with our feline companions on the upper level. The deliberate separation of spaces ensures that customers can select their preferred environment based on their mood or purpose for visiting the cafe. Whether patrons are looking for a tranquil haven to enhance productivity or yearning for the joyous presence of our cats, Catmosphere Cafe delivers a dynamic and well-conceived experience tailored to diverse preferences.