



الجامعة
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Negeri Sembilan
Kampus Rembau

ENT 300 FUNDAMENTALS OF ENTREPRENUERSHIP

AKU & DIA CAFÉ

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TABLE OF CONTENT

CHAPTER 1: INTRODUCTION	1
CHAPTER 2: ORGANIZATIONAL PLAN.....	10
CHAPTER 3: MARKETING PLAN	19
CHAPTER 4: OPERATION PLAN.....	41
CHAPTER 5: FINANCIAL PLAN.....	51
CONCLUSION	56
APPENDIX.....	57

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

<i>i.</i>	Name of the business:	Aku & Dia Cafe
<i>ii.</i>	Nature of business:	Partnership
<i>iii.</i>	Industry profile:	service
<i>iv.</i>	Business Location:	Persiaran Mokhtar Dahari, Eco Grandeur, Bandar Puncak Alam, Shah Alam, Selangor
<i>v.</i>	Date of commencement:	3 Januari 2022

i) Factors in selecting the proposed business:

a) Location Suitability: Choosing the location such as Eco Grandeur in Puncak Alam assures closeness to a rising residential neighborhood and possible client traffic. This ideal position may draw both locals and passersby, increasing exposure and accessibility for our target market.

b) Market Demand and Trends: Coffee is still a popular beverage option, and opening a cafe in a location with a demand for high-quality coffee and a pleasant cafe setting can capitalize on current market trends.

ii) Future prospects of the business:

a) Growth Potential: Aku & Dia Cafe's expansion ambitions include more outlets and a mobile coffee truck, allowing it to enter new areas and improve brand awareness. Expanding into new places and implementing unique service methods, such as the food truck, may attract a wide range of customers and boost income.

b) Community Engagement: Creating strong community links through local collaborations, events, and environmentally friendly practices may increase consumer loyalty and brand perception.

1.5 BUSINESS LOCATION

1.5.1 Factor Influencing Choice of Business Location

When selecting a business premise, one of the critical factors to consider is the price of the premises or the cost of rental per month. This cost, which is RM6000, can significantly impact the overall budget and financial planning of the business. A higher rental cost might offer better facilities and a more strategic location, but it must be weighed against the business's revenue and profit margins to ensure sustainability.

The availability of manpower is also important. Access to qualified and dependable staff can determine the success of corporate operations. Areas with a strong availability of competent individuals can help maintain operational efficiency and quality standards, whereas regions with a labor shortage might need more investment in training and recruitment.

The distance between customers is also important. Being closer to the customer's base can improve customer satisfaction by reducing delivery times and freight costs. It also enables greater market reach and the capacity to respond swiftly to customer requests and comments, offering a competitive advantage in the market.

Finally, the availability of essential amenities such as electricity, water, telephone, and internet access are critical for ensuring seamless business operations. Reliable access to essential utilities guarantees that daily activities may continue uninterrupted, benefiting both manufacturing processes and administrative services. A location with strong infrastructure in these areas can significantly improve the overall efficiency and performance of the firm.