



BUSINESS PLAN
ETR 300
CINNAMON & CLOVE CAFÉ

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CONTENTS

Logo	I
Preface	II
Acknowledgement	1
Introduction	2-3
Purpose of Preparing Business Plan	4
Background of the Business	5
Background of Partners	6-10
Location of the Business Plan	11-13
ORGANIZATION PLAN	
General Business Description	14-16
Organization's Chart	17-18
Table of job designation and numbers of workers	19
Job Description	20-21
Remuneration Table	22-23
List of office furniture, fixtures and fittings	24
Office Plan Layout	25
The Administrative Budget	26
MARKETING PLAN	
Introduction	27
Introduction to the product and services	28-29
Target Market	30
Competitors	31-34
Market Size	35
Market Share	36-37
Sales Forecast	38-40
Marketing Strategies	41-44
Marketing Budget	45
OPERATION PLAN	
Introduction	46
Process Flow Chart	47-48
Operation Hour	49
Material Requirement Planning	50-53
List of Machines and Equipment	54
Types of Machines and Equipment	55-57
Operation Plan Layout	58
Operation Overhead	59
List of Suppliers	60
FINANCIAL PLAN	
Cost of Project Implementation	61
Source of Financing	62
Loan Amortization Table	63
Table of Depreciation	64
Cash Flow Statement	65-67
Profit and Loss Account	68-70
Balance Sheet	71-73
CONCLUSION	74
APPENDIX	

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1.0 INTRODUCTION

Nowadays, people love to eat out. Eating outside has become a lifestyle to those who live in the urban area. Besides that, in the new millennium, people more concern with their time consuming and this make them always rushing. This is one of the main factor people like to eat outside and go to the outlet that provide them with fast service and food. It is why sidewalk café become the most preferable places to most people especially teenagers. Even though there are many competitors in this field of business, but we believe that it doesn't give a big effect to our business but it will give us spirit to compete with the existing establishment. It also makes us always think to create a new concept or service to attract the customers and improve our business into higher level.

We have chosen *Cinnamon & Clove Café* as our business name. We choose this name because cinnamon and clove are usually used in the cake, bakery and pastry making, and all partners have agreed this. Using partnership concept had developed our business. There are 5 partners and each of us had contributed a capital amounting RM 30,000. Other than that, our business had applied a loan amounting RM 150,000 to defray all the business expenses from Bumiputra Commerce. We will start the operation on 1st January 2002 and it is referring to our partnership agreement that had been agreed and signed by every partners.