



اُيُتُو سَیِّتِی تِیْکُو لُوْکِی مَیَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN

KREATIF KAW ENTERPRISE



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First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to complete our business proposal for Fundamental of Entrepreneurship (ENT300).

We the group partner are accepting this challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

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1.2 EXECUTIVE SUMMARY

Kreatif Kaw. Entreprise is a company that offers our customers with a chilling beverages. And our branding is "Kopi Kaw Melekat" Our business is located at Lot 1, Jalan Utama 2/1, Taman Utama, 85000 Segamat, Johor, Malaysia We chose this Bandar Utama segamat as our location because our target market consists of high-end and middle-end people.

The business partners share the capital among ourselves. Our business has five members whom their positions are General Manager, Administration Manager, Financial Manager, Marketing Manager, and Operation Managers. Each member have contributed RM 20 000 that means 20%. However the General Manager also contributed the same amount RM 20 000 as a capital to run this business. Our company did not take any loan to run this business.

Our main raw material is basic on beverages. We focused on 10 flavour which is Set A (Cocoa, Chocolate, Mocha, Cappucino and Hazelnut) and Set B (Tiramisu, Strawberry, Greentea, Latte and Vanilla) this product are supply by Si Manis Café and Bakery, located at Felda Palong 8, 73470 Gemas Negeri Sembilan.

Moreover we believe that we will successfully compete with our competitors in a few years ahead. This is because we saw the opportunity that this business has the potential to thrives towards successful in the future if we managed it very efficiently and effectively. To add more, we have the First-Mover advantage as we are selling new type of product which is in our own category in the market.

1.3 INTRODUCTION

Kreatif Kaw Enterprise is a company that offers our customers with a chilling drinks. Our business is located at Lot 1, Jalan Utama 2/1, Taman Utama, 85000 Segamat, Johor Malaysia. We chose this Bandar Utama segamat as our location because our target market consists of high-end and middle-end people.

We chose Kreatif Kaw Enterprise as our company's name as it is easy to pronounce and remember. Our product name KopiKaw Melekat because the word 'Melekat' was chosen out of the word 'Delicious' because we, at Kopikaw Melekat offer the customers a delicious and friendly service at our restaurant. Then we use the sweet and tasty flavor as our main raw material, then we add both of the words 'Delicious' and 'Coffee' to produce the word 'Kopikaw Melekat'. The word 'kaw' we put as to get the strongest names and suitable to our theme.

Our main raw material is ten flavors that is famous among the customer. Our main raw material is basic on beverages. We focused on 10 flavor which is Set A (Cocoa, Chocolate, Mocha, Cappuccino and Hazelnut) and Set B (Tiramisu, Strawberry, Green Tea, Latte and Vanilla) all this product are supply by Si Manis Café and Bakery .Located at Felda Palong 8, 73470 Gemas Negeri Sembilan.

Our business owned actively by partnership incorporated as Kreatif Kaw Enterprise. The nature of our business is selling beverages. Our business will begin to operate on 1st January 2015. Factors that we choose this business because we want promote new product in the market as we have the First-Mover advantage as we are selling new type of product which is in our own category in the market.

In addition, the restaurant business is to accommodate Malaysian busy lifestyle as most people do not have enough time to prepare the ingredients to make food especially beverages. Customers can grab the chilling beverages and drinks without prepare anything. Therefore, they can have a friendly service provided by our workers or even the comfort of dining at home. Besides, we believe that this business can make high profit and future expectation. Moreover, Bandar Utama, Segamat and Pekan Jementah is a strategic location and has a large numbers of high income and middle income people who often visits there.