



UNIVERSITI TEKNOLOGI MARA
SABAH

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
TMW CAFE

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First of all, we are grateful to Allah, the most compassionate and Most Merciful as with his we are able to produce this business plan. We had encountered various obstacles and difficulties in preparing this proposal. Without the cooperation among member, we will never manage to finish this proposal on time. Our special thanks to our families and friends that gave us support for every single minute no matter in terms of emotional support, asset and financial support.

We also would like to express our thanks to our lecturer of ENT 300, Sir Cyril Christopher for his help and guidance in completing our business plan. His help and support had given us the courage and strength along the way in process making this business report proposal into reality.

We believe that this business can go further in the future with the help of other people that involved in making this business come true. By implementing as an entrepreneur mind, we can see the opportunity in this business and identity the main characteristics needed in order to become a successful entrepreneur. We already had an experience; knowledge and networking about plan successfully. We hope that by doing this business plan we able to understand how to do business work and we looking forward to make this business become reality.

Sincerely,

TMW Café.

EXECUTIVE SUMMARY

The name of our company is TMW Café short form of "The Most Wanted Café". Our company business will provide ABC Pisang Hijau dessert as the main product and various types of drinks and food to the customers. The nature of our business is partnership. Because of this ABC Pisang Hijau is very rare in Sabah, so we might have the opportunity to expand our business by introducing them the uniqueness of our product.

By focusing on high quality customer services, diverse offering, creative promotion strategy, and continuous development of employees, our company is projected to increase sales more than RM1, 000, 000 in three years while maintaining a high gross profit margin on sales while strengthening cash management and working capital.

Our main office is located at Jalan Inanam, 88450 Kota Kinabalu, Sabah. With the reference from Ministry of Statistic of Malaysia, there is more than 617, 972 population in Kota Kinabalu, Sabah. So, we are taking this opportunity to start a business.

This plan is prepared to obtain a location for the initial launch of this concept. Additional financing will need to be secured for our outlets. The financing in addition to the capital contributions from shareholders will allow TMW Café to successfully open and expand through year three. The initial capital investment will allow our company to provide its customers with a value-driven, entertaining experiences through the creativity of its founders.