



اُنِيُوْ سَيِيْ تِيْ كُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF ADMINISTRATION SCIENCE AND POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION (AM110)
AM1105D
FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

BUSINESS NAME: THE SWEET'S CAFE

PRODUCT NAME: PASTRY

PREPARED FOR:

MADAM ROZIEANA BINTI A HALID @ KHALID

PREPARED BY:

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LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

29 JANUARY 2021

Madam Rozieana Binti A Halid @ Khalid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title **“THE SWEET’S CAFE – PASTRY”** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....*nadhirah*.....
Wan Nur Nadhirah Binti Wan Azhar
General Manager

EXECUTIVE SUMMARY

The Sweet's Café is an outstanding food and beverage industry. This café is established in 2020, located at No.3, Level 1 & 2, Jalan Tengku Ampuan Zabedah E9/E, Seksyen 9, 40000 Shah Alam, Selangor Darul Ehsan. This café is a locally owned café outlet which is conceptualized like an international style through our creative approach to the company's image and detail presentation. It combines the passion for pastry and coffee to bring a community place where pastry and coffee connoisseurs come together to enjoy various types of pastries here over a nice cup of espresso or coffee latte. The Sweet's Café will provide a combination of excellent pastries at affordable pricing, nice taste of coffee along with the chill atmosphere. This café is the answer to an increasing demand for pastries to be consumed while you are searching for some sugary sweet snacks. Our business model is built upon leveraging the complementary nature of the coffee and pastry business. The revenue model is composed of three groups of revenue streams which are in administration, marketing, and operation. In terms of administration, as many as twelve employees who help conduct the operations in this cafe. The twelve employees include five managers, namely the general manager, administration manager, marketing manager, operation manager, financial manager and seven staff under him. We targeted about five thousand five hundred and thirty-three over sixteen thousand six hundred of the overall populations in Section 9, Shah Alam. The Sweet's Cafe provides five types of unique and scrumptious pastries including cupcakes, breads, bombolonies, donuts, cookies as well as two types of coffee, espresso and latte, which come from special coffee beans. As for conclusion, The Sweet's Cafe is worth money and it promises satisfaction and satiety to its customers.

1. Business Background (Arial 12, BOLD)

Table 1.0 Business Background

Name of the Business	The Sweet's Cafe
Business Address	
Correspondence Address	As Per Business Address
Website	Not Available
E- mail	
Telephone Number	
Fax Number	As Per Telephone Number
Form of Business	Partnership
Main Activity	Manufacturing Pastry Food and Coffee Drinks
Date of Commencement	25 November 2020
Date of Registration	1 December 2020
Registration Number	0785043-V
Name of Bank	Maybank Malaysia
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 Vision - Want to make The Sweet's Cafe is one of the best and famous cafes in the country and abroad.

1.1.2 Mission - To provide a good services to customer and provide quality pastry items.