



FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM110 5E

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME

FIVE DE ARTS CAFE

PRODUCT NAME

COFFEE DE ARTS

PREPARED FOR:

MADAM ROZIEANA BINTI A.HALID @ KHALID

PREPARED BY:

NO	NAME	STUDENT ID
1	AHMAD SHAMSULFAIZ BIN AHMAD HISHAM	2018416952
2	NUR AMIERA SYAFIQAH BINTI AHMAD HELMI	2018289954
3	NUR FAZIERA BINTI IBNU SAUT	2018279166
4	NUR FATIAH BINTI SAIFULLIZAN	2018208228
5	SHAHRIZAT BINTI SAMSUDIN	2018256968

Contents

LETTER OF SUBMISSION	3
ASSIGNMENT PROJECT DECLARATION FORM	4
EXECUTIVE SUMMARY	9
1. Business Background	10
2. Owner Background	13
3. Administration Plan	16
4. Marketing Plan.....	23
5 Operational Plan.....	36
6. Financial Plan	45
CONCLUSION.....	52
APPENDICES	53

LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administrative Science & 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 “**FIVE DE ARTS CAFE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely,



.....
Shahrizat Binti Samsudin
General Manager

EXECUTIVE SUMMARY

The purpose of this paper is to analyse our business plan. The name of this business is FIVE de ARTS CAFÉ. The type of this business is partnership where the business are managed by five members which are headed by General Manager, while the rest is head of department consists of Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Next, the business offered product such as coffees, cakes and pastries, thus the service offered are friendly oriented to ensure the satisfaction of our valueable customers. This business is located at Georgetown, Pulau Pinang. Our vision for this business is to be the leading cafe for food and service product through an offer of principle integrity, service with quality, and relationship. Meanwhile, our mission is working with pride and passion to deliver the de arts promises of good quality of product and service and we also aim to reach customer the ultimate dining cafe with coffee and food in classic, energatic, and conformable atmosphere.

1. Business Background

Table 1.0 Business Background

Name of the Business	Five de Arts Cafe
Business Address	
Correspondence Address	
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Food and Beverages
Date of Commencement	1st January 2020
Date of Registration	1st January 2020
Registration Number	
Name of Bank	Maybank Sdn Bhd
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 Vision

- To be the leading cafe for food and service product through an offer of principle integrity, service with quality, and relationship

1.1.2 Mission

- Working with pride and passion to deliver the de arts promises of good quality of product and service and we also aim to reach customer the ultimate dining cafe with coffee and food in classic, energatic, and conformable atmosphere