



UNIVERSITI TEKNOLOGI MARA  
SABAH

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

'DE WAFFALE' CAFE'

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## Executive Summary

### 1.0 Introduction

**De Waffale' Café** is a locally owned fast food outlet. It is located in Kota Kinabalu, Sabah. **De Waffale' Café** is a restaurant that serving waffle with different taste with combination of food that will satisfy the desire of the customers that will come to the restaurant. Instead of serving waffle, our restaurant also provide different types of beverages.

Nowadays, there are many outlets that provide different types of fast food, we as the new comers in the field of fast food restaurant come with new 'rarely' recipes that hard to find in Sabah. Together with that, we will give excellent service to the customers to give fully satisfaction.

In attracting the customers, **De Waffale' Café** is strategically located in the waterfront of Kota Kinabalu city. With the beautiful sunset Family or couple can enjoy the beautiful nature with the 'Superb' waffle.

**De Waffale' Café** take this opportunities as the way of success in this type of business and will expand their business to the entire state of Sabah.



## **MISSION AND VISION**

### **MISSION**

De' Waffale' Cafe mission is to provide fast food of waffle with reasonable price, convenient and delicious. We also will ensure to give the best service for customers that will make our customers come again to our cafe.

### **VISION**

De' Waffale Cafe vision is to be productive and profitable together will make the community happy with the food.

### **MOTTO**

"Your Desire, Our Satisfaction"

This motto represent our determination to provide the best waffle that could satisfy our customer's desire. This motto also magnify the need of our company to give the best for our customer.

COMPANY BACKGROUND

## PRODUCT DESCRIPTION

In Le'Waffale Cafe, we do provide variety of flavor savory waffle that will be ensure will get attention from society since our product is still new and fresh to the market society. Our product use savory waffle that different types of flavor from another competitor to get attention from our target such as Chicken, meat, prawn, fish, crab and squid. We will improve our product based on feedback we get from our customers.

Nowadays, like we know everyone like to try and feel something new to follow the revolution of time and do not want to be out of date since our country keep improving and many types of product being created. Our foods are still new in this market, then based on our marketing strategy we will let our customer know that they will able to get their satisfaction when they try our foods.

Our competitor that sell waffle as a main product just using butter peanut, chocolate, strawberry, blueberry and another flavors of butter.

But, in Le'waffale we use chicken, meat, fish, crab, prawn that will be burn with many types of spice to adding it deliciousness. Our waffle can be spicy or original flavor based on requirements of our customers.

We also will be doing research and development to keep improving our company to follow the revolution of time and set the system of operation that will increase our goodwill in future to bring our company open at every state in Malaysia.

Feedback from our customers will get attention by us to help improving our company.

## TARGET MARKET

Target market can be identified as a group of customers that have needs and wants that can be satisfied by products and services supplied by the business.

For target market, we are focusing on to selling our offering to individual customers, we have identified several types of customers in the market. Basically we are aiming at major groups which are students of IPT/school, visitor, hipster, couples, food lovers, teenagers, and Malaysian society.

This is exactly why we decided to open our first premise in front of sea of Kota Kinabalu city to let our customers easy to find our premise then enjoy the beautiful nature with the 'superb Waffle'.

The more customers are moving in, they will make our aim even much realistic to be accomplished. Therefore, it will be easy for us as a fast food cafe to reach our target market.