



UNIVERSITI TEKNOLOGI MARA
SABAH

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

SOUL SISTERS CAFE

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CONTENT

PREFACE	4
INTRODUCTION	5
PATNERSHIP AGREEMENT	6-7
EXCUTIVE SUMMARY	8-9
BUSINESS PLAN PURPOSE&DETAIL	10-18
ADMINISTRATION PLAN	19-28
MARKETING PLAN	29-40
OPERATION PLAN	41-54
FINANCIAL PLAN	55-69
CONCLUSION	70-71
APPENDICES	72--

PREFACE

To be saying this assignment is all made by three of us without getting help from any sources will be terrible lie to tell. As the preface for this assignment for the first it been open we would like to thanks and acknowledge a few parties that involve also guide us along to done this our business proposal.

Firstly, we would like to thank god for his blessing as well the strength he give to complete this assignment on time. We have encountered a variety of difficulties in preparing this proposal. However, we believe that he always stay helping us throughout this journey until to the point of finish.

Secondly, thanks to our parents for their continuous support in term of financial and word wisdom to push us complete this work. Not that's all, but the commitment of our group member also the point of success to finish this assignment.

Thirdly, we also thanks to our most capable lecture of ENT300 Mr. Mohammad Firdaus for his guidance while we working hard to preparing this business proposal. He always help us in term of make correction when we have some mistake in our business proposal also motivate us to making this business plan in reality.

Other that, we also thanks to all those who have contribute in helping us during the period of completion time either direct or indirect contribution. Hopefully this business plan will select as guidance for next generation.

INTRODUCTION TO INDUSTRY

In our business industry it's been conduct for many years back. In which our industry that related to the making also provide a food. This industry also been famous not only a few area but all part of world has this kind of this industry.

Cause without this industry we can't manage to continue living because food is something that necessary to have in life. To think about how we can get the idea to make a business in this particular industry is because we know demand for the people to have a food that different from the other is high. Not only that but also demand for food that never been produce in one place before is high.

This industry also have known that all particular things is has their own popularity and demand. So we decide to involve in this industry because we know what people the most need in their daily life also we know what our ability to produce in this food industry.

EXECUTIVE SUMMARY

Soul Sisters will be established by three person in partnership that newly graduated. This business name was stand for three of us as a partner in this business industry where this name was agreed by all the partners. Where this café house is designed like a classic place, this because to attract customer to feel the warmer aroma of the coffee with chocolate as a side desert.

Speaking about a business matters, our main product is a coffee with chocolate desert. However this not only an ordinary product of coffee and chocolate, but this business will provide an extra lot of chocolate for them that been categories as a coffee lover and chocolate lover. All types of coffee will be provided in this café house and all side desert will flavoured a chocolate. Both of our products will be produced in a clean facility as hygiene and the quality of our products will be or main priority. Not only that, but our business also provide a delivery to place that near, also take an catering from other customer that have a small celebration such as birthday party.

We starting our business with a capital RM100, 000 as a result from our capital contribution for each person. Since, we are just tend to start the business our house café will divide in four department which administration, marketing, operation and financial department. And the head or manager of all this department will refer to each other to make any decision making. This happen to our café for conduct our business efficiently.

Soul Sisters is a coffee house that will determine to become a daily necessity for our local coffee addicts to release and escape from their daily stress life in mood of classic environment. Our target market are the group of people who enjoy the classic vibes. Target market will range from children to adults alike, basically our café design not just to attract the coffee addicts but also a children that love a sweet food like chocolate. Because nowadays chocolate is a most popular food that has a high demand from not only a teenager but also children. In this context we know that the chocolate is come from many types of ingredient that good for our health nowadays.

After all calculation and opinion from our member, we confident our business will success also has a high chance in the industry. In our expectation that the changes in trend also the fact that in this busy and fast environment people will tend to look out for place that's