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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM 110 5G

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BLOEM VALLEY ENTERPRISE

BLOEM VALLEY CAKES AND COFFEES

PREPARED FOR:

Rozieana Binti A. Halid @ Khalid

PREPARED BY:

NO.	NAME OF MEMBERS	MATRIC NUMBER
1	ALYEA DANIA BINTI DAINI DZULKARNAIN	2018291788
2	ALYAA NADHIRAH BINTI ABDUL LATIF	2018655624
3	AIMI SYAZWANI BINTI AHMAD	2018489098
4	NUR ALYN BINTI SAKERY	2018811566
5	NUR DIYANAH BINTI KHALID	2018804848

Contents

LETTER OF SUBMISSION	3
ASSIGNMENT PROJECT DECLARATION FORM	4
ASSIGNMENT PROJECT DECLARATION FORM	5
ASSIGNMENT PROJECT DECLARATION FORM	6
ASSIGNMENT PROJECT DECLARATION FORM	7
ASSIGNMENT PROJECT DECLARATION FORM	8
EXECUTIVE SUMMARY	9
1. Business Background.....	11
2. Owner Background	14
3. Administration Plan.....	17
4. Marketing Plan	25
5. Operational Plan	37
6. Financial Plan	45
CONCLUSION	55
APPENDICES	56

LETTER OF SUBMISSION

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

26 JUNE 2020

Miss Rosnalina Abdul Rahman
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 “**XYZ ENTERPRISE – DIGITAL CALCULATOR**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....
ABC
General Manager

EXECUTIVE SUMMARY

Bloem Valley Enterprise is a company that owns a cafe that will be located in SS 15 Subang Jaya, Selangor. Our café will be provided a variety of cake that offered a variety of flavours, frostings, sizes, topping and decorations such as our signature cake is Butterfly Pea Lemon Cheese Cake and we also provided coffee-based beverages only. Bloem valley will contain a comfortable seating area for 'dine-in' in the café while enjoying the cozy environment other than take away. However, not just that, our café also provided a delivery service can facilitate customers in terms of difficult movement in this covid-19 pandemic. Thus, as a café, Bloem Valley will have an extensive target market. People at all ages in range 20-60 especially to the people who sweet tooth lover will be included in the target market. Not just that, our affordable price of our premium and healthy ingredients of cakes and coffee also keeping the target market large.

As a café, the thing that needs to be taken seriously is the product quality. Therefore, Bloem Valley will ensure the product quality through the use of healthy and quality ingredients for our customer and always make sure all the cakes are freshly baked to be serve and a focus on cleanliness. Hence, our healthy and premium ingredients are imported from New Zealand. In addition, innovations or research and development also a goal of the company which means our café will accomplish it through creating a new flavour of cakes and frostings for each festival or each month for a limited time based on customers feedback and preferred. Next, Bloem Valley serve coffee flavoured drinks as the only drink that will be sell in our café. We will make sure our cafe have fully range product from Italy espresso shot to traditional Vietnamese coffee. Our coffee will be brewed espresso-based with variety of fresh milk according to the tastes of our customers. Basically, all of our product will be freshly bake and freshly brewed for the customers. As our motto is "Smell the Happiness" that describes the smell of the freshly baked and brewed in our café. In addition, the advantages of our café are that the location for our business is strategic which is at SS15 Courtyard Subang Jaya. Our café is very accessible and easy to find in Subang, as it is in the middle of the SS15 for people to come and dine or to deliver. A company website and media social are to advertise our café. This is the best advertising to update on our promotions and our monthly specialty.

Besides that, our café is located at SS15, Subang Jaya that has a large and competitive population. Basically, SS15 is a popular place of business with various businesses, especially restaurants such as fast food restaurants and westerns restaurants and cafes. Therefore, Secret Recipe, Souka Bake Shop and Vanilla Mille Crepe is the biggest competitors to our café. However, our affordable price with premium import ingredients will strive to be competitive with the industry. Costs and expenses will be calculated to provide the minimum price option to the business, preventing losses. Moreover, our business company will also conduct product price comparisons to other similar businesses in the area to find out the pricing requirements to stay competitive.

1. Business Background

Table 1.0 Business Background

Name of the Business	Bloem Valley Enterprise
Business Address	G.03.A, Ground Floor, SS15 Courtyard, Jalan SS15/4G, SS 15, Subang Jaya, Selangor 47500.
Correspondence Address	G.03.A, Ground Floor, SS15 Courtyard, Jalan SS15/4G, SS 15, Subang Jaya, Selangor 47500.
Website	bloemvalley.com.my
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Manufacturing
Date of Commencement	1 st January 2020
Date of Registration	1 st January 2020
Registration Number	202001880012
Name of Bank	Maybank
Bank Account Number	