



**DIPLOMA IN ACCOUNTANCY  
(AC110)**

**FUNDAMENTAL OF ENTREPRENEURSHIP  
(ETR300)**

**BUSINESS: CAFE  
RELAX AND GO CAFE (R&G)**

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## INTRODUCTION

### EXECUTIVE SUMMARY

Our business name is Relax and Go Café (RnG Café), which is located at Suria Sabah Shopping Mall, Kota Kinabalu, Sabah. The nature of our business is trading since we are selling varieties of food and drinks to our customer.

We are using family based concept for our café and provide a mini playground for the children to play. That will become the attraction of our café. Parent's won't need to worry about their children safety and can enjoy their meals since the playground is within the café. We also provide wireless services for our customer.

Our business is divided into 4 main departments that are the Administrative Department, Marketing Department, Operational Department and Financial Department. All departments play an important role in our business by making a thorough plan and implement strategies in order to be successful in this industry.

The purpose for preparing the Business plan:

- a) To study and evaluate the feasibility of viability of the business.
- b) To be opportunity for entrepreneurs to achieve the business venture more effectively and easily and profitably.
- c) To let one self know how to manage the business in term of decision making, handling relationship with problem and challenges, so as to not facing the legal implication.
- d) To allow business management as effective as possible.



## **1.0 INTRODUCTION**

We have decided to establish a partnership of four partners. Each member in the partnership is appointed based on their skills and working experience in handling a customer. The reason for choosing this business is to give an opportunity for our customer to relax and enjoy their meals while letting their children to play. We also provide a wireless connection for our customer. RnG café is really suitable for all range of age and we are using family based concept. That will become the attraction of our café.

Since our business is based on trading, the operational and marketing department strategies play a very important role to attract the customer to come to our café and hence increase the sale. We will commence our business in 1<sup>st</sup> June 2012.

### *1.1 Industry Review and Business Opportunity*

#### ***1.1 Purpose of Business Plan***

The purpose for preparing the business plan:

- a) To study and evaluate the feasibility or quality of the business.
- b) It is an opportunity for entrepreneurs to assess the business venture more objectively, critically and practically.
- c) To let our self learn how to manage the business in term of decision making, handling and dealing with problem and customer, to be self conscious and independent.
- d) To allocate business resources as effective as possible.