



اُنِيُوْكَرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT (BA118)

BA1184C

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

SUGARCANDY CAFE

ICECREAM CAKE

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LETTER OF SUBMISSION

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26 JUNE 2020

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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

ACKNOWLEDGEMENT

We are really grateful because we managed to complete this assignment within the time given by our lecturer Madam Normilia Abd Wahid. This assignment cannot be completed without the help of our own group members. Without the effort and cooperation of our group member, we would not have made it to this day.

Moreover, thank you to our lecturer Madam Normilia Abd Wahid for being patient while teaching and guiding us every week so that we can really understand and complete our assignment. Without the existence of this subject, we would not have an experience in doing our own business plan because it feels like we really want to open a business. The lecturer really focused on every point that we do.

The result of this work is the assistance of various parties. We would like to thank those involved such as classmates and family members who also helped in making this course work a success. Even though they were busy, still they were able to spend time with us and explain what we didn't understand. Without them, we could not have completed the work of this course well and perfectly.

Moreover, we want to thank you to our beloved friends and family for their help, support and willingness to spend sometimes for us when we were in distress. We hope that all afford will give us a lot of benefits for this assignment.

Finally, our compilation did the work of this course, we gained a lot of knowledge and information that we did not know before. Indirectly, we gain additional knowledge that is not present in syllabus learning. We hope that the work of this course can be well received by Puan Noormilia and obtain blessings from Allah SWT.

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EXECUTIVE SUMMARY

In this business plan or business proposal, we will tell you our business planning regarding our product or café named Sugar Candy Café. We will explain to you our administration plan, marketing plan, operation plan and more. Basically, our café is in Setia City Mall, Setia Alam. We choose mall because it's a strategic place that most people go. Mall is a place that never empty. People always come to mall to spend their times with family and friends. Furthermore, they have mall employees' too so our market size or targeted customer will be wider. People will come to our café to enjoy our menus.

Moreover, we are selling different types of dessert to match our café's name. Our main menu will be a variety flavour of ice-cream cakes. Besides that, our café also sells variety flavour of cakes, beverages, waffles and more. The price for a slice of cake is RM15 to match the value of the cake. We are applying a value-based pricing to our products because we use high quality of ingredients. We use some imported ingredients such as strawberry to ensure the freshness and also we use a premium butter.

Sugar Candy Café has a founder, a café manager, a cheff and also a waitress to run this wonderful café. Sugar Candy Café also establish good relationship with customers such as membership, birthday month special, monthly sales, end-year-sale and more. This relationship is made to appreciate our regular customers called surgary. We named our regular customer as "surgary" to have special relationship.

In this business plan we also provide our financial plan to guide our business. To figure our liabilities, cost, profit and more. The financial plan works as a guidelines to our business so that we can avoid loss as possible as we can. From financial plan we can cut off the unnecessary costs to our business to ensure we don't overflow our budget. Financial plan also can keep our business in the lane. And if we face loss, we can spot right away what are the causes and can fix the causes immediately.

In addition, we also provide market share and market size. The market share is provided to figure out who are our close competitors and how many percentage shared with the competitors. Our competitors are MyKori and also Molten Chocolate. Both are big names in dessert industry but we try to figure out their weaknesses and change it to our advantages. Market size is provided to know how much will we earn based on the population there.