



اُنْدِيْفُوْرْسِيْتِيْ اِتِيْكْنُوْلُوْجِيْ فَاِيْمَرَا
**UNIVERSITI
TEKNOLOGI
MARA**

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN:

SULTAN COFFEE ROASTERS

Prepared by:

Name	Student ID
FARIZ DANIEL BIN ABDUL RASHID	2019228326
FAKHRY AQASHA BIN ZAINI	2019666052
MUHAMMAD ASYRAF HAKIMIN BIN AHMAD SAUFI	2019433546
MUHAMMAD SYAKIR BIN MINI WALEK @ KHAIRIL KHALID	2019277874
QAMARUL ANWAR BIN MOHD YUSOFF	2019432848

Class:

EC1104N

Prepared for:

Madam Ilyani bt Azer

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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
Faculty of Civil Engineering
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

1 JUNE 2021

Madam Ilyani bt Azer
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)

Attached is the business plan title **“SULTAN COFFEE ROASTERS”** to fulfil the requirements as needed by university requirements.

Thank you,

Yours sincerely

FARIZ DANIEL BIN ABDUL RASHID

General Manager of SULTAN COFFEE ROASTERS

ACKNOWLEDGEMENT

All praises to Allah for the completion of this business plan. We thank God for all the challenges and strength that have been showered on us to complete this business plan as our assessment on the final semester.

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EXECUTIVE SUMMARY

Sultan Coffee Roasters is a modern café for everyone to enjoy their leisure time surrounding Mayang Mall, Kuala Terengganu, according to the following business plan proposal. The company is founded by five people: the General Manager, Marketing Manager, Administration Manager, Operations Manager, and Financial Manager, with a starting capital of RM300,000. We wish to deliver a fresh brew coffee to our customers while also giving them a nice time and a comfortable atmosphere to enjoy with their family and friends as a freshly built business.

Before we started the business, we obviously did a lot of research and analysis to ensure that our services would have a favorable influence on the customers. However, we have several competitors in the area, including Kopi Mesin, Tealive, and Starbucks. To compete with them, we must improve and develop the existing service, which will help the company stand out from the competition. We want to have our own brand and stand out from the competition to provide a unique customer experience. We also give a strong Wi-Fi connection, air conditioning, and a pleasant environment. This would assist the company in attracting more customers and, as a result, increasing our revenue.

Sultan Coffee Roasters aims to provide people from Kuala Terengganu with a fresh experience and a wonderful memory to share with family and friends. People will find it more convenient to visit our café rather than the other. Furthermore, we offer fresh, high-quality coffee beans from around the world. This will provide a large variety of drinks for our clients to pick from. Desserts such as cookies and waffles are also available.

As entrepreneurs, we expect Sultan Coffee Roasters to grow at its own pace while maintaining a healthy competitive edge. We anticipate a large profit margin from having a myriad of clients, as well as the development of our own loyal customer base. We wish to be a company that successfully meets the requirements and desires of our customers by giving only the best service.