



اُونِيْوَرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS PLAN:

“Nuvola Bianca” Desserts

Prepared by:

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Class:

EC110 40

Prepared for:

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Date of Submission:

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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
Faculty of Civil Engineering
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28 JULY 2021

Madam Ilyani bt Azer
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Nuvola Bianca Desserts**” to fulfil the requirements as needed by university requirements.

Thank you,

ACKNOWLEDGEMENT

All praises to Allah SWT for the help and allowance in completing this business plan. There are no better challenges than the ones given from Allah SWT as it helps us grow out of our comfort zone and teaches us a valuable lesson in becoming the person we are today.

First, we would like to give an honourable mention and thank our lecturer, Madam Ilyani, for being very patient and helpful in the rough times that we cope with especially in this millennial where Covid-19 is spreading amongst us. We could not thank you enough for being so understanding in helping us complete our business plan.

Secondly, we would like to thank our parents for supporting us to keep on working hard in making the best business plan that we can make. The motivation that was gave to us really made us focus on the important things that could improve ourselves. We could not have finished this business plan if we were not supported and motivated by our parents.

Lastly, thanks to all the group members who portrayed a major role in competing this business plan. Without the hard work and dedication from each member, it would be impossible to finish if one did not complete their part in finishing this business plan. Even though we could not have a face-to-face meeting to hand out assessments to each member, everyone still managed to give 100% effort in teamwork.

Business Model Canvas

Key Partners 1. Grabfood & Foodpanda 2. Henz Studio 3. Kletoo Design Studio	Key Activities 1. To release all the tension, build up. 2. Serving various dessert and beverages. 3. Place where people can relax their mind.	Value Propositions 1. Halal 2. Affordable 3. Classy dessert 4. Trademark menu	Customer Relationships 1. Social Media: - Instagram - Tiktok - Facebook 2. Public figure 3. Website	Customer Segments 1. Teenager 2. Family 3. Kids 4. Students
	Key Resources 1. Jalan Diplomatik, Presint 15, Putrajaya 2. Carniworld Enterprise 3. SenQ Digital Station		Channels 1. Take out 2. Dine in	
Cost Structure 1. Raw material 2. Marketing 3. Overheat cost 4. Machine and equipment		Revenue Streams 1. Service fee 2. Product sales 3. Marketing sales		

EXECUTIVE SUMMARY

The purpose of this business plan is to provide citizens who live in Putrajaya with a small yet delightful café where people can come and enjoy creamy soft serve ice cream, delicious cakes, soothing milkshakes and many desserts that this café has to offer. This business plan is an idea that comes from 4 individuals who worked very hard which consists a General Manager, Administrative & Operational Manager, Financial Manager, and Marketing Manager. This café has a goal to become a relaxing café where people can calm down and cool themselves after a hard day at work and to soothe their throats.

The name “Nuvola Blanca” is actually Italian for white cloud which is seen to be a calm and peaceful view for our eyes. The same concept with this café, when people think about desserts, they automatically look for places that are cool, calm and relaxing place for them to enjoy desserts. As usual when opening a new business, we need to identify our competitors and make a lot of research regarding our product. We also studied the products that could help us gain a lot of customers as a step to improve our business. One of the few competitors that we need to take into consideration is “bubble bee”, secret recipe and “Ikhwan Bakery”. These branches help us set a benchmark to create a healthy competition and to improve our products.

This café focuses on creating a calm and peaceful place for people from all ages to enjoy. The menu that we prepare are suitable for children, teenagers and adults who enjoy spending quality time with their family and friends. We have a special target to become a well-known café so that when our café is known in other cities, we can open more branches in the country. Once we have more branches open, we can easily be recognized as one of the most famous peaceful-themed cafés in Malaysia.