



FACULTY OF CIVIL ENGINEERING

**DIPLOMA IN CIVIL ENGINEERING (EC110)
EC110 4K**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

KAORI CHA BOBA MILK TEA

PREPARED FOR:

MADAM FAIZAN BINTI HJ ABD JABAR

PREPARED BY:

NIK AHMAD FATHIR BIN NIK SUHAIMI	2019281422
AHMAD DANIAL HAIKAL BIN AHMRAN	2019249854
AHMAD KAMARUL ARIEF BIN KAMARUDIN	2019215264
MUHAMMAD AZWAR BIN CHE AZMI	2019807012
TUAN FAKRUL EIMAN BIN TUAN AZMI	2019445382

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

10 JULY 2021

Madame Faizan binti Hj Abd. Jabar (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attached herewith is our business plan title “**KAORI CHA ENTERPRISE – BOBA MILK TEA**”. This is to fulfil the subject of ENT300 requirements.

Thank you,

Yours sincerely

.....
AHMAD DANIAL HAIKAL BIN AHMRAN
General Manager

ACKNOWLEDGEMENT

We would like to express my special thanks of gratitude to my lecturer Madam Faizan Bt Hj Abd Jabar as well as our lecturer of course ENT300 who gave us the golden opportunity to do this wonderful project entrepreneurship which also helped us in doing a lot of Research and we came to know about so many new things and we are really thankful to them.

Secondly we would also like to thank my parents and friends who helped me a lot in finalizing this project within the limited time frame. My completion of this project could not have been accomplished without the support of my teammates, Azwa , Fathir , Kamarul , Tuan and also Danial. Without the cooperation of our teammates we did not complete this task as it was quite challenging for us as students to become successful entrepreneurs.

Finally, we also have been more mature to become more organize in dealing with all the problems that occur during the completion of this business plan. The business plan covers administration plan , operational plan, marketing plan and other information needed as a guidance to open this business.

TABLE OF CONTENTS

COVER PAGE	1
LETTER OF SUBMISSION	2
ACKNOWLEDGEMENT	3
TABLE OF CONTENT	4 - 5
EXECUTIVE SUMMARY	6
BUSINESS MODEL CANVAS	7
BUSINESS BACKGROUND	8 - 11
• VISION • MISSION • OBJECTIVES • BUSINESS ADDRESS • LOCATION PLAN • TYPE OF BUILDING AND STRUCTURE • ORGANIZATIONAL CHART • LOGO & MOTTO	
OWNER BACKGROUND	12 - 16
• GENERAL MANAGER • ADMINISTRATIVE MANAGER • MARKETING MANAGER • FINANCIAL MANAGER • OPERATION MANAGER	
ADMINISTRATIVE PLAN	17 - 20
• INTRODUCTION • WORKER PLAN • SCHEDULE TASK AND RESPONSIBILITY • SCHEDULE OF NUMERATION • OFFICE FURNITURE, FITTING AND OFFICE SUPPLIES • ADMINISTRATION BUDGET	

EXECUTIVE SUMMARY

The following is a proposal for our business plan, Kaori Cha. Kaori Cha is a café that serving a variety of beverages and drinks with special topping that can choose by customers. The special of our café is we are selling the milk tea with the cheapest price in the town with a big cup. The price is rm5 for normal cup and rm7 for large cup. The signature drink of our café is Hokkaido Milk Tea that made from Hokkaido milk original from Japan. There are many benefits of Hokkaido Milk like contains DHA, Omega 3 that can make you healthy.

This cafe will be constructed in Ipoh, Perak, where the population density is significantly higher than in rural areas. This may aid in obtaining the desired quantity of customers. The place where we intend to build our company is close to UniKL. This location is good because it is surrounded by numerous schools and educational institutions. Making it more convenient for them to reach us. Of course, we examined and analyzed this location for its possibilities before deciding on it. We have realized that choosing this area is a good idea because it is far away from Tealive, which may be regarded a competitor in our business.

The Kaori Cha Cafe aspires to be a multinational company with branches all over the world. Particularly in our wonderful Malaysia. This business will be managed by 5 personnel, who will hold the position of General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. These people will be responsible for their own division and be responsible to maintain a good operating business system. Of course, they will have workers that help to achieve that goal and can have more workers once the business gets bigger. We will thrive to be problem solvers that can help customers with their needs.

We accept that as a freshly created business, there will be financial setbacks in the early stages. However, when income begins to flow in and we develop a strong presence in our business line with a devoted customer base, this will steadily drop. We should expect increasing profitability when we successfully begin to serve our customers' wishes and needs.