



اَوْبُو سَيْيَبِي تَيْكُو لَو كِي مَارَا
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TABLE OF CONTENTS

NO	CONTENTS	PAGES
I	EXECUTIVE SUMMARY	5
1.0	INTRODUCTION	6
	1.1 Introduction to the business	7 - 9
	1.2 Purpose of business plan	9 - 11
	1.3 Business background	11 - 12
	1.4 Partners background	13
	1.4.1 General Manager	13
	1.4.2 Marketing Manager	14
	1.4.3 Operational Manager	15
	1.4.4 Financial Manager	16
	1.5 Business Location	17
	1.5.1 Factors Influencing choice of business location	17
2.0	ADMINISTRATION PLAN	18
	2.1 Introduction to the organization	19
	2.1.1 Vision	19
	2.1.2 Mission	19
	2.1.3 Objectives	19
	2.1.4 Logo and description	20
	2.2 Organizational chart	21
	2.3 Administrative manpower planning	22
	2.4 Schedule tasks and responsibilities	23
	2.5 Schedule remuneration	24
	2.6 Compensation and benefits	24 - 25
	2.7 Lists of furniture and fittings	25
	2.8 Lists of office equipment	26
	2.9 List of office supplies	26
	2.10 Utilities	27
	2.11 Administrative budget	28

3.0	MARKETING PLAN	29
	3.1 Introduction to marketing	30
	3.1.1 Marketing objectives	30
	3.2 Introduction to product	31 - 32
	3.2.1 Cafe area and business location	32
	3.2.2 Collect information and data of customers	33 - 34
	3.2.3 Segmenting the market	35
	3.3 Target market	35 - 36
	3.4 Market size	36
	3.5 Competitors	36
	3.5.1 Analysis of competitors	37 - 38
	3.5.2 Analysis of cafe bro & brew (BB) opportunities and threats	38 - 39
	3.6 Market share	39
	3.6.1 Market share before entry of cafe bro & brew (BB)	39
	3.6.2 Market share after entry of cafe bro & brew (BB)	39 - 40
	3.7 Sales forecast	40 - 41
	3.8 Marketing strategy	42
	3.8.1 Product strategy	42
	3.8.2 Pricing strategy	42 - 43
	3.8.3 Place or distribution strategy	43 - 44
	3.8.4 Promotion strategy	44 - 45
	3.9 Marketing personnel	45
	3.10 Schedule tasks and responsibilities	45
	3.11 Schedule remuneration	46
	3.12 Marketing budget	47
4.0	OPERATIONAL PLAN	48
	4.1 Objectives	49
	4.2 Operational process	49
	4.2.1 Activity chart	49
	4.2.2 Process chart	50
	4.2.3 Flow chart	51
	4.3 Operational layout	52

EXECUTIVE SUMMARY

Bro & Brew Cafe is a new coffee shop in Kota Kinabalu, Sabah. We focus on making "Medium-Class" barista coffee using high-quality local coffee beans. Our cafe is located at Elemen, Kota Kinabalu which is a very strategic place with a beautiful sea view. We are a partnership business, and we want to follow the "coffee culture" trend that is growing in Sabah.

Our target customers are young people aged 20 to 30 years old (Gen Z & Millennials) who like new trends. We also want to attract tourists who visit Kota Kinabalu and want to relax and to enjoy the Borneo-style coffee. We choose to use Tenom coffee beans because the quality is good and the supply is easy to get from Sabah. This also helps our local economy. Many people now look for "healing" places and good coffee, so this is a big opportunity for us in Elemen.

For the financial, we start with a capital of RM 50,000 including the monthly rent of RM2,300 for our business location, which includes office manager and . We target to get RM 790,000 in sales for the first year, increasing to 805,800 and we hope this will increase to RM 838,032 by the third year. We can get good profit because coffee has a high margin and our location has many people every day. This capital is for shop rent, professional coffee machines, and nice decorations.

Our business is managed by a dedicated team including General Manager, Marketing manager, Operation Manager, and Financial Manager. This team will make sure the business runs smoothly and use social media to promote the cafe. Overall, Bro & Brew Cafe has everything to grow and become a famous coffee destination in Kota Kinabalu and set to achieve sustained growth for a long time.

1.0) INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

Bro & Brew Cafe is a new and exciting partnership business located in the growing modern hub of Elemen Utara KK, Kota Kinabalu. Our business is primarily focused on the food and beverage industry, specializing in high-quality, freshly brewed coffee and a variety of delicious pastries. The idea for this business started from a shared passion among four partners to bring a premium coffee experience to the local community by combining the rich, traditional taste of Sabah's own Tenom coffee beans with modern barista techniques. We aim to create more than just a coffee shop; we want to provide a "community space" where people from all walks of life can gather, work, and relax in a comfortable and friendly environment.

Our cafe is strategically situated on the ground floor of Elemen Utara KK (Presint 2), a location chosen because of its high visibility and the large number of residents living in the nearby apartments and housing estates. By positioning ourselves in this developing area, Bro & Brew Cafe is set to become a favorite daily destination for young professionals, students, and families who are looking for a high-quality caffeine fix or a cozy place to spend their leisure time. We believe that by offering excellent customer service and a unique "brotherhood" atmosphere, we can build a loyal customer base and stand out among other competitors in the Manggatal and Tuaran Bypass area.

In terms of our product offering, we take great pride in our "Brew" which focuses on freshness and authenticity. We support local coffee farmers by sourcing the best beans and serving them in a modern, "Instagrammable" setting that appeals to the current social media trends of Gen Z and Millennials. Our business name, Bro & Brew, reflects this balance between warm friendship and professional coffee craftsmanship. With a solid management team and a clear vision for growth, Bro & Brew Cafe is committed to becoming a leading local brand in the Sabah coffee industry, starting from our flagship outlet here in Elemen Utara.