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UNIVERSITI
TEKNOLOGI
MARA

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BUSINESS PLAN OF KOPI COKLAT



Prepared by:

NAME	STUDENT ID
MUHAMMAD ZAMDANIL BIN ALI MOHAMMAD DANIL	2024219858
MUHAMMAD SYAFIQ BIN MOHD ZAILANI	2024244012
MUHAMMAD NAUFAL IZUDDIN BIN AHIRUNNISHAM	2024255654

LECTURER:

MADAM HAZILAH BINTI OMAR

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EXECUTIVE SUMMARY

Kopi Coklat Enterprise is a proposed beverage vendor and catering service business established to provide premium-quality beverages for customers across Malaysia. The business specialises in serving freshly brewed coffee, rich chocolate beverages, matcha drinks, flavoured coffee, and seasonal specialty beverages prepared using carefully selected ingredients. The company was founded with the objective of delivering delicious beverages while creating memorable experiences through professional beverage catering services.

The increasing demand for premium beverages and event catering services has created significant business opportunities within Malaysia's food and beverage industry. Consumers today are increasingly looking for beverages that offer excellent taste, affordable prices, attractive presentation, and convenient service. Recognising this growing market demand, Kopi Coklat Enterprise combines beverage retailing with mobile vendor and catering services, allowing the company to serve customers at various locations including universities, schools, corporate functions, weddings, family gatherings, carnivals, sports tournaments, festivals, and community events.

Unlike conventional beverage stalls that only focus on walk-in customers, Kopi Coklat Enterprise provides complete beverage solutions by offering customised beverage packages suitable for different types of events. Customers can choose from more than fifteen beverage varieties, including Coffee Series, Chocolate Series, Matcha Series, Mint Chocolate, Caramel Coffee, Hazelnut Coffee, Vanilla Coffee, and other seasonal beverages according to their preferences. The flexibility of the business model enables the company to generate multiple sources of revenue while increasing customer satisfaction and long-term business sustainability.

The company is committed to delivering premium-quality beverages through the use of fresh ingredients, hygienic preparation methods, and professional customer service. Every beverage is prepared with consistency to ensure customers receive the same excellent quality regardless of the event location. In addition, the company continuously develops new beverage flavours and promotional packages to meet changing customer preferences and maintain competitiveness within the market.

Kopi Coklat Enterprise also adopts modern marketing strategies through digital platforms such as Facebook, Instagram, and TikTok to increase brand awareness and communicate directly with potential customers. Besides online promotion, the company actively participates in exhibitions, university programmes, local festivals, and corporate events to strengthen customer relationships while expanding market coverage throughout Malaysia. Product sampling, promotional discounts, bundle packages, and event collaborations are among the marketing strategies that support customer acquisition and repeat purchases.

Operationally, the company maintains systematic procedures beginning from customer enquiries, quotation preparation, booking confirmation, equipment preparation, beverage production, transportation, event setup, beverage serving, customer feedback collection, and post-event cleaning. This structured operational process ensures every event is managed efficiently while maintaining excellent service quality.

Financially, Kopi Coklat Enterprise demonstrates promising growth potential through continuous expansion of catering services and increasing participation in public events. The company estimates annual sales of RM120,000 during the first year of operation, with projected growth of 5% in the second year and 7% in the third year as brand awareness increases and repeat customers continue to grow. The long-term objective is to establish permanent beverage outlets throughout Sabah and Sarawak while becoming one of Malaysia's trusted beverage vendor and catering service providers.

Overall, this Business Plan demonstrates that Kopi Coklat Enterprise possesses strong business potential through its combination of premium beverages, professional catering services, competitive pricing strategy, effective marketing activities, and customer-oriented business approach. With proper management, continuous innovation, and commitment towards service excellence, the company is confident of achieving sustainable business growth while building a strong reputation within Malaysia's beverage industry.

1.2 PURPOSE OF BUSINESS PLAN

A business plan is an important document that outlines the objectives, strategies, operational procedures, and financial planning of a proposed business. It serves as a roadmap that guides entrepreneurs in managing and developing their business systematically while providing valuable information to investors, financial institutions, business partners, and other stakeholders. The preparation of a comprehensive business plan enables entrepreneurs to evaluate the feasibility of their business ideas and identify potential opportunities and challenges before commencing operations.

The primary purpose of preparing this Business Plan Report is to evaluate the viability of Kopi Coklat Enterprise as a beverage vendor and catering service provider. Through detailed market analysis, operational planning, and financial projections, this report demonstrates that the business possesses significant potential for growth within Malaysia's expanding food and beverage industry. The report also identifies the company's strengths, competitive advantages, target customers, and marketing strategies that will support long-term business sustainability.

Another important purpose of this business plan is to provide a systematic guideline for the management team. The report outlines the responsibilities of each department, administrative structure, operational workflow, marketing activities, and financial management practices. These guidelines ensure that all business operations are conducted efficiently while maintaining consistent service quality and customer satisfaction. In addition, this business plan serves as a communication tool for potential investors, financial institutions, suppliers, and strategic business partners. A well-prepared business plan demonstrates the company's professionalism, organisational capability, and long-term business vision, thereby increasing confidence among stakeholders who may wish to collaborate with or invest in the business.

The report also assists the management team in making informed decisions regarding pricing strategies, product development, promotional activities, staffing requirements, equipment investment, and future business expansion. By evaluating both internal capabilities and external market conditions, the company can minimise risks while maximising business opportunities.

Finally, this business plan fulfils the academic requirements of the ENT300 – Fundamentals of Entrepreneurship course while allowing the group members to apply entrepreneurial theories and business management concepts learned throughout the programme. It reflects the group's understanding of entrepreneurship, strategic planning, marketing, operations, finance, and business development.