



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
GG CYBER CAFE

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1.1 EXECUTIVE SUMMARY

The full service of GG cyber café establishment described in this business plan is a start up venture created by a group of determined and dedicated partners who loves to play computer games. These 5 partners has

By focusing on high quality customer service, diverse offerings, creative promotion strategy and continuous development of employees, GG cyber café is projected to increase sales to more than RM 350,000 in three years while maintaining a high gross margin on sales while strengthening cash management and working capital.

A comprehensive analysis of the market indicates that our cyber café is strong and robust, generating more than RM300000 in annual revenues. With technology advancement that occur, this industry or business sustains its durability and growth by offering high speed internet connection which benefits all of us. Additionally, GG cyber café are gathering more popularity due to the calm and joyful environment while having fun on serving internet and playing computer games that counteracting the high stress activities of daily life.

The location of our cyber café is highly desirable as it is based at the centre of busy are which is 1Borneo, Sabah. Within the region, there are villagers and universities and also college that can come to our cyber café. Our chosen target markets which include 60% from university students, 20% from nearby residents, 15% from workers of 1Borneo and 5% from others categories.

A review of our competitors shows that we will be competing against three other establishments in a ten-mile radius of our location. These businesses focus on same target market, pricing structures, and different in marketing approaches. With our consistent, high quality services and moderate pricing, we have the edge in attracting consumers location. Our concrete marketing plan will distinguish us as a GG cyber café of choice for customers.

In planning for our launch, we have to put together a financial plan based on forecasts for the first three years of operations including our start-up expenses estimated RM156655. We will acquire a loan amount of RM56655. Each partner will contribute RM100000 to meet start up requirements.

For our GG cyber café, we will generate sales revenue by offering high speed internet connection and various of LAN and internet computer games. During the first year of operations, we aim to generate RM 378,860 in sales revenue. For the second year, we plan to increase our sales by 3% or RM390,226 and RM409737 in third year.

1.2 INTRODUCTION

Internet has been the most useful technology of the modern times which helps us not only in our daily lives, but also our personal and professional lives developments. The internet helps us achieve this in several different ways.

For the students and educational purposes the internet is widely used to gather information so as to do the research or add to the knowledge of any sort of subject they have. Even the business personals and the professions like doctors, access the internet to filter the necessary information for their use. The internet is therefore the largest encyclopedia for everyone, in all age categories.

Not to forget internet is useful in providing with most of the fun these days. May it be all the games, and networking conferences or the online movies, songs, dramas and quizzes, internet has provided the users with a great opportunity to eradicate the boredom from their lives.

This is why we choose to establish **GG Cyber Café** to provide internet network for people to surf it. This business based on partnership where it consists of 5 members. The members consist of the General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 100, 000.00.

Our business will be expected to commence on January 2014 and our vision is to expand the business around Sabah and become one of the largest cyber café that provide highly speed internet network and good gaming within 5 years. This will be realized by the full cooperation and efforts among the partners to promote this cyber café.

We expect that our business will become more developed in the near future because of the demand for the internet connection and gaming service are high nowadays, and we will try to provide as the best we can. This will give more advantages for us to make our service more profitable and stabile in the long run.

1.3. BUSINESS LOGO AND DESCRIPTION

Company's Name : Good Gaming Cyber Café

Service : Internet and Gaming

Slogan : Play It , Enjoy It , Love It!!

Logo



DETAILS	DESCRIPTION/MEANING
Wings	Symbolic Of Hope
Blue and black color	Black is elegant and blue is a symbol of youth
Good Gaming	Our business name
Cyber Café	Service of our business

1.4 PURPOSE OF OUR BUSINESS PLAN

1. To analyze and evaluate the viability of a proposed venture.
 - We estimate how long and how smooth our business can be and with the help of this business plan, we can avoid some common mistake in doing business. Thus, we can develop a better business in the future.

2. To provide guidance in managing the business.
 - since it is our first business, we would like to have a guideline in order to manage our business well. It is also used as reference to help us solve more effectively and efficient about the problems that occur while we operating our business.

3. To allocate businesses resources effectively.
 - the resource is important as part of the business. This business plan help us in avoid misused and lack of resource. Thus, to ensure the resource is enough and not wasted, this business plan can help us to manage it effectively and efficiently.

4. To manage our business in the right way.
 - this will help us to develop an effective strategy to run our business. We will know in handle who, when and how to apply our employee knowledge, skills, and ability in carrying out the business.

5. To determines our business performance.
 - this business plan can be used as an operating tool that will help us to work effectively towards success in business. This business plan will provide us the basis in evaluating and controlling the business performance in the future, in terms of profit, costs, and quality. We also used this business plan to achieve our performance targets, analyze consumer behavior, study our competitors strengths and weaknesses.