



ENTREPRENEURSHIP

PILOT CAFÉ

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CONTENT

Executive Summary	1 - 2
Acknowledgement	3
Contract Agreement	4 - 7

CHAPTER 1: INTRODUCTION TO BUSINESS

Introduction	8 - 9
Name of the Business	
Nature of the Business	
Location of the Business	
Date of Business Commencement	
Future Prospect of the Business	
Purpose	10
Company Background	11
Partner Background	12 - 15
Location of the Business	16 - 17

CHAPTER 2: ADMINISTRATIVE PLAN

Introduction	18 - 23
Organization Missions	
Organization Visions and Objectives	
Business Strategies	
Administrative Department	
Marketing Department	
Operation Department	

Financial Department

Office Layouts

Type of Building and infrastructure

Proximity to the Target

Proximity to the Vendor and Supplier

Physical Surrounding

Building

Availability of Work Labour

Transportation and Energy Cost

Introduction to the Organization

Organization chart 24

Position and Number of staff 25 - 29

Schedule of Staff and Responsibilities

Working Hour Schedule

Schedule of Remuneration 30 - 33

Employment Benefits

Salary Review

Annual Leave

Unpaid leave

Sick Leave

Employment Provident Fund (EPF)

Social Security Organization (SOCSO)

Maternity/Paternity Leave

List of Furniture and Fittings 34

List of Equipment 35

List of Office Security

List of Renovation Expenses 36

List of Administration Cost

List of stationery 37

List of other Expenses 38

Executive Summary

Pilot Cafe is determined to become a daily necessity for local coffee addicts and internet addicts, it is a place to dream of as you try to escape the daily stresses of life and just a comfortable place to meet your friends or to read a book, all in one. With the growing demand for high-quality gourmet coffee and great service, Pilot Cafe will capitalize on its proximity to the University of Mara Technology to build a core group of repeat customers. Pilot Cafe will offer its customers the best prepared coffee in the area that will be complimented with pastries, as well as free books and internet service that its patrons can read and surfing to enjoy their visit.

Pilot Cafe will provide a unique forum for communication and entertainment through the medium of the internet. Pilot Cafe like it is the answer to an increasing demand. Pilot cafe provides access to methods of communication, and volume of information now available on the internet to the public. Public also can access at a cost they can afford and in such way that they are not socially, economically, or politically isolated. Pilot Cafe goal is to provide the community with a social, educational, entertaining, atmosphere for world wide communication.

This business plan is prepare to obtain financing in the amount RM500 000, to begin work on site preparation and modification, equipment purchases, and to cover expenses in the first year of operations. The approved financing from the

CHAPTER 1

Introduction

1.1 Name of the Business

Our business is about to opening a coffee shop across from the local people, and wonder if our ideas will be accepted by public. To start off, it would be called "Pilot Cafe".

1.2 Nature of the Business

The nature of this business is going to be an internet café. Besides that we also serve them with a meal for lunch, dinner and many more, the computers will also consist of popular gaming titles such as "DOTA" and many more online games. The coffee selection will be ranged from standard dark to espresso, to coffee energy drinks, and to hangover remedies. Instead of "Starbucks selection" or whatever, the "music" will be comedians, country, love, Korean, Malay, and many more. In addition, we also provide them a cold drink such as juice and soft drink. We figure the walls can be decorated by marker or paint, by the people who will be coming over. The uniqueness of our cyber café is where we want to divide them into four sections, which are; Love/romantic, Smoking, Business, and Kids.