



اَبُو سَيِّدِي تَيْكُونُ لَوْ كُنِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BANKING ( BM119 )

KBM119 5A

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

**EUPHORIA CAFE ENTERPRISE  
CAKE AND BAKERY**

PREPARED FOR :

SIR MOHD NAJMIE OSMAN

PREPARED BY:

NURUL BALQIS BINTI ZAKARIAH	2016592109
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## COVER LETTER

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Universiti Teknologi MARA (UiTM)  
Cawangan Kedah  
08400 Merbok  
Kedah

16 JUNE 2019

Sir,

### Submission of the Business Plan (ENT300)

According to the title above, we would like to submit our business plan on the of Euphoria Café Enterprise consists all the detail, example, document and the following procedure which is located at UiTM Merbok, Kedah.

This business plan consists of important component and aspects that have been considered in the beginning of the business. it includes our business profile, administrator structure, marketing structure and operation structure including all other information regarding the business plan. Below is the list of the partners that involved in this business plan:

NURUL BALQIS BINTI ZAKARIAH	2016592109
NURUL FASIAH BINTI SAPRI	2016159283
NURUL HANIS BINTI CHE AZMI	2016345475
NURUL NATASHA BINTI NOORSHAHNAN	2016928655
NOR ADLINA BINTI HAMIZAN	2016754051

Thank you for your time and consideration to review our business plan.

Sincerely,

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(NURUL BALQIS BINTI ZAKARIAH)

General Manager

# BUSINESS PLAN



## EUPHORIA CAFÉ ENTERPRISE

PREPARED BY:

NURUL BALQIS BINTI ZAKARIAH  
NURUL FASIAH BINTI SAPRI  
NURUL HANIS BINTI CHE AZMI  
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16 JUNE 2019

## **EXECUTIVE SUMMARY**

Euphoria Café Enterprise is based on partnership which consists of five (5) members that hold important position in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 100,000 where the total contribution of each member is RM 20,000.

We offer café products and services for customers, providing variety cakes and drinks that gives high satisfaction to consumer. Our customers were identified as students and staff who want to consume the product easily with affordable price of product.

Euphoria Café Enterprise marketing strategy is to emphasize the quality and price of our products and services. We offer the affordable price because majority of our customer are the students. Thus, we develop marketing strategy that give attraction to customers to come to our café specially for student.

Lastly, we expect that our café will become established in the near future because our target is to make our café is more well-known within our market locations and more demands. This will give us more advantages for us to open new branches at other universities.

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