



اُونِيُوَرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS MANAGEMENT (BA111)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN (COFFEE SHOP)

NAME: NUR QAUSAR BINTI MOHD YUSOF

MATRIX NUMBER: 2017390069

GROUP CLASS: KBA111 5A

LECTURER NAME: MOHD NAJMIE B. OSMAN

TABLE OF CONTENTS

No.	Criteria	Pages
1	Executive summary	3-4
2	1.0 Introduction: <ul style="list-style-type: none"> ○ organizational background ○ organizational logo ○ owner background 	5 6 7
3	2.0 Product and service description	8-9
4	3.0 Marketing plan <ul style="list-style-type: none"> ○ customers (target market) ○ list of competitors ○ pricing strategies ○ place (distribution) ○ promotion 	10 11 12-13 14 15
5	4.0 Operation plan <ul style="list-style-type: none"> ○ material requirements ○ machine and equipment 	16 17-19
6	5.0 Financial plan <ul style="list-style-type: none"> ○ organizational/administrative budget ○ marketing budget ○ operation budget 	20 20 21
7	6.0 Appendices	22-30

EXECUTIVE SUMMARY

Our company's name is Nur Qausar Enterprise because this business is sole proprietorship. Nur Qausar Enterprise offers beverage products and services for customers, providing the variety of coffees and deserts that gives high satisfaction for customers. And the kind of coffee business that we want start is a coffee truck because there is still no one who started a coffee business using a truck.

And the brand of coffee shop is Magical coffee and it was chosen as a name because of coffee always put me in a good mood. Furthermore, our main coffee shop primary offering is coffees such as mocha, latte, espresso, cappuccino, white coffee, brewed coffee and tea meanwhile, the dessert which is muffin, cookies, macaroon, pudding, rolls and bread. Our packaging for coffee only has two size which is medium cup for cold drink and small cup for hot drink.

The location of our first coffee shop will be at Jalan Todak 4, Bandar Seberang Jaya, 13700 Perai, Pulau Pinang. This location will be easy to access by people who are driving through the city. The chosen location can be considered as strategic since it is near to the town. It also near with the mall, hotel, residential area and supermarket which can attract many people to pass by our place. Besides that, this location will be in a highly concentrated area because of the main area is considered as a busy city

Next, all menu products will be at an affordable price. We will do all research necessary to make sure we have quality for reasonable price because of our area has a lot of officers and teenagers. We want to ensure that our prices are within reason of the area. We also want it to be a place where people can feel comfort and relaxing when come to our coffee shop.

Our coffee shop wants to be in the business of helping the customers to relieve their daily stresses activity and boost their stamina. However, according to some research, researchers found that the coffee contains a number of useful nutrients for our body. Hence, they also have looked at the benefits of drinking coffee for conditions such as diabetes, liver disease, cardiovascular disease and so on. There is evidence to support some, but not all of these claims.

Here the secret weapons that will turn our coffee shop into one favorite spot of these coffee fans. Firstly, beautiful decoration for picture taking. We must admit that at present, the customer does not come to the coffee shop just only for the aroma or taste of the coffee but it's also about taking pictures with nice coffee shop décor. This will lead customer to share on media social and also will attract attention to our coffee shop. Secondly, drinks and foods must be well-decorated. After making the coffee shop atmosphere cozy, the next thing to do is to change the image of our coffees and desserts. If the customers are pleased with our products decoration, they will take out their cellphones and take some pictures to upload on their social media, which considered promoting our coffee shop at the same time.



Example for coffee truck

1.0 INTRODUCTION

1.1 Organization Background

Name of the organization:	Nur Qausar Enterprise
Business address:	Jalan Todak 4, Bandar Seberang Jaya, 13700 Perai, Pulau Pinang
Website/Email address:	nqausar13@gmail.com
Telephone number:	019-6708473
Main activities:	Trading (producer to consumer)
Date of commencement:	2 March 2021
Date of registration:	13 June 2020

