



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

CUBES BREW.CO COMPANY

PREPARED BY

**FACULTY & PROGRAMME : FACULTY ART AND DESIGN
(FASHION DESIGN)**

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PROJECT TITLE : INSTANT COFFEE CUBE

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EXSECUTIVE SUMMARY

The Cubesbrew.co is established on 20th January 2020. Our company is a manufacturer company which consist 1 member. The premise is located at Jalan Jasmine 4, Bukit Beruntung , 48300 Rawang, Selangor. The location selection is a strategic as it is near to the location of the raw materials and also to supply the product to the customers.

We get the raw materials from Bean Shipper and Super Food Technology Sdn Bhd and innovate the coffee bean into a cube form instead of powdered formed. The target customer of our company is mostly hotels and supermarket. The operation hour are from 8 a.m. to 5 p.m.

This company is in form individual. All position is appointed to one person only. The management team is led by the General Manager and assisted by other managers. Administration, Marketing, Operation and Financial manager work together to ensure that the company are properly managed.

1.0 INTRODUCTION

1.1 Name of business

The CUBES BREW company was registered on 21st February 2019. This business is expected to start operating next year. The CUBES BREW business choose to be owned and operated by a natural person (individual). This is the simplest form business of entities as stated under the Business Registration Act 1956 (Amendment 1978) . This company is owned by Ahmad Raziq Bin Ab Hisham. This business is expected to be operational in Selangor.

1.2 Nature of business

The nature of this business is improvising the coffee bean and process it into instant coffee cubes instead process the raw material into powdered instant coffee in a packet. The coffee bean will be provided by two companies Bean Shipper and Super Food Technology Sdn Bhd. Both of the company have made a deal with the CUBES BREW company where Bean Shipper company will provide many types of coffee bean and the Super Food Technology will provide the CUBES BREW company with the coffee bean that have been rejected because not having the specific size for their production will be send to the company instead waste tons of coffee bean. Next, CUBES BREW will process it into instant coffee cubes and supply it to the customers. Most of the products will be supply in the supermarket. The company's goal is to achieve customers satisfaction through new innovated ready to eat food which is a 3 in 1 coffee cubes.

1.3 Industry Profile

Instant coffee or also known as soluble and coffee powder, is a drink derived from a brewed coffee beans. Instant coffee is manufactured by freeze-drying or spray drying methods. This methods are applied so coffee can be prepared faster, it also has a lower shipping weight and the volume of coffee beans or ground coffee has the same amount to prepared for drinks. Other than that, it also have a longer lasting shelf life if it is kept dry on a dry surfaces. Study showed that average Malaysian drinks a total of 2.5 cup of coffee daily.