



**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**

**BUSINESS PLAN REPORT**

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**NO MATRIX: 2018662268**

**DIPLOMA IN LANDSCAPE ARCHITECTURE**

**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING**

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## EXECUTIVE SUMMARY

Minuet coffee is a coffee shop or a cafe that serve varieties style of coffee from all around the world with other interesting drinks and foods. The “minuet” defined as a slow dance in 18th century which resemble the coffee shop calm, relax place and vintaged. We provide aesthetic and plating design before the products served to give a fabulous and an expensive look with a reasonable prices. Overall the concept are more towards simple, elegants and vintage which makes the customer feel free inside our cafe where people can relax, enjoy a cup of coffee and experience the inviting ambience.

We serves food such as cakes and ice cream based food with beverages such as tea, juices ,soda, and coffee. The interior design of our coffee shop will focus on creating a relaxeing atmosphere and different type of areas are prepared which customer can choose based on the their personalities, situation and their comfort. Some areas will have a large space for gathering and some will have a little privacy.

Moreover, minuet coffee café will always on jazz mood, blues and soft music genre as it will produce calming atmosphere inside the building. Somehow a large gathering won't look that loud and didn't bother other customers. This also will make our café be an option for more different types of people to enjoy the drinks and food.

Minuet coffee located at muar town which there is not much cafe like minuet coffee. This means minuet coffee have a potential to grow in the area as we have less competitors in a busy area. Minuet coffee are very well diciplined about the finish product before we serve as it define the quality of the company. Our target are teenagers that attracted to aesthetic, coffee drinkers and working people that will use the space as an office less profesional either to meet their own clients or do extra work.

Minuet coffee operated as a proprietorship business. The salary for each worker will be rm1200 to be begin with and will rise depends on their performances. For start, we will have three workers that will be train to provide a perfect services and expect to hire more afterwards.

Overall, the coffee shop will spend much expenses at start to prepare the coffee shop into the original concept. Minuet coffee predicted to be financially stable after a year of business operating which the coffee shop will start to get more noticed and gain more customers afterwards. At last, the business can maintain monthly profit using the business plan.

## **1.0 BUSINESS DESCRIPTIONS**

- a) Name of company : Minuet coffee
- b) Factors in selecting the proposed business
  - To make people appreciate coffee while experience coffee at it best
  - To maintain montly profit

### **1.1 Company Background**

- a) Name of the Organization : Minuet coffee
- b) Business Address : Minuet coffee, 120, Jalan Meriam,  
Pekan Muar, Muar, Johor
- c) Email address : Minuet coffee@yahoo.com
- d) Contact : 013-3836776
- e) Form of Business : proprietorship
- f) Main Activities : Producing
- g) Date of Commencement : 05 Nov 2020
- h) Date of Registration : 06 October 2020
- i) Bank : MAYBANK
- j) No bank : 151418201602

## 2.0 OWNER DESCRIPTIONS



<b>Name of Owner/Partners</b>	<b>ANIS WARDINA BINTI ABDUL WAKIL</b>
<b>Identity Card Numbers</b>	<b>000314-01-0034</b>
<b>Permanent Address</b>	<b>No 23, SP6/2 Taman Saujana puchong, 47100 Puchong, Selangor</b>
<b>Correspondence Address</b>	<b>No 23, SP6/2 Taman Saujana puchong, 47100, Puchong Selangor</b>
<b>E- Mail</b>	<b>d.warrdina@yahoo.com</b>
<b>Telephone Number/Fax Number</b>	<b>013-3836775</b>
<b>Date of Birth</b>	<b>14 March 2000</b>
<b>Marital Status</b>	<b>Single</b>
<b>Academic Qualification</b>	<b>Diploma</b>
<b>Course Attended</b>	<b>LANDSCAPE ARCHITECTURE</b>
<b>Skills</b>	<b>Designing, software intelligent</b>
<b>Experiences</b>	<b>In progress</b>
<b>Present Occupation</b>	<b>In progress</b>
<b>Previous Business Experience</b>	<b>-</b>