



UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT

ENT300

Fundamental of Entrepreneurship

BUSINESS PLAN

The Crema Coffee

Prepared by:

Zaatil Acqmar bt. Marzuki (2009692014)

Hemarini bt Ismail (2009489118)

Julia Jelial Johnny (2009672328)

Noranizan bt. Bujang (2008710999)

Sh. Alifah Yasmin bt. Wan Hamid (2009202144)

Taniawaty Jawor (2009801014)

Prepared for:

Mr. Senian b. Malie

Submission date:

30th March 2012

LETTER OF SUBMISSION

The Crema Coffee,
Mukah Town Extension Phase II,
96400 Mukah, Sarawak.

Mr. Senian b. Malie,
Lecturer of ENT 300 (Entrepreneurship),
UiTM Sarawak, Campus Mukah
96400 Mukah, Sarawak.

Dear sir,

Re: Submission of Business Plan

As stated, I; Zaatil Acqmar bt Marzuki, as the General Manager of The Crema Coffee, acting on behalf of my fellow group partners, would be interested in submitting our Business Plan for your reviewing purpose.

2. It is hoped that through the Business Plan proposed we are able to improve our financial base and also to further improve our presentation appropriately. All information should be available in the Business Plan included together with this letter.

Thank you for your kindness, guides and corporation.

Yours Sincerely,

(ZAATIL ACQMAR BT MARZUKI)
General Manager,
The Crema Coffee

EXECUTIVE SUMMARY

The Crema Coffee is established primarily due to the fact that coffee is well received by the working class people, as shown by the market that we target. Generally, there is a potential growth for the coffee brewing industry as there has been a shifting in trends with a strong demand for better quality coffees. Therefore, we will establish one coffee shop in Mukah, Sarawak for the start of our business. We plan to achieve double digit growth annually. The business will be financed by 6 people.

We have come out with different approach from other coffee shop. Using the expertise and experience of our partners, we are able to secure quality coffee beans, delicious pastry and imported ice cream as well as different types of imported soft drinks to serve the market here in Malaysia. We have come out with a different strategy to entice the consumers to our products.

Other than that, in line with the branding strategies that we have adopted, we have come out with a unique design of the coffee shop which will blend nicely into a cozy and comfortable environment, just the right one for our customers to indulge in their coffee and to have a peace in mind when dinning in our shop.

We plan to bring The Crema Coffee brand to greater heights and have come out with an expansion plan for it. The first two years will be our pilot phase years in this line of business and will serve as a basis on indicator on how strong our brand holds in the market. Therefore, we will expand locally for the first two years first, and will continue expanding overseas starting from the third year. As the expansion plan progress on, we will consider franchising our business in which the expansion plans and management of the outlets will be at a smooth pace.

TABLE OF CONTENTS

PAGES

| | |
|---|-----|
| 1.0 INTRODUCTION TO BUSINESS PLAN | 5 |
| 1.1 PURPOSE OF BUSINESS PLAN | 10 |
| 1.2 COMPANY BACKGROUND | 12 |
| 1.3 OWNERS/PARTNERS BACKGROUND | 14 |
| 1.4 LOCATION OF THE BUSINESS | 20 |
| <i>ADMINISTRATION AND HUMAN RESOURCE PLAN</i> | |
| 2.0 INTRODUCTION | 22 |
| 2.1 ORGANIZATION CHART | 28 |
| 2.2 MANPOWER PLANNING | 29 |
| 2.3 SCHEDULE OF TASK AND RESPONSIBILITIES | 30 |
| 2.4 SCHEDULE OF REMUNERATION | 32 |
| 2.5 LIST OF OFFICE EQUIPMENT | 33 |
| 2.6 BUSINESS INSURANCE | 37 |
| 2.7 INTRODUCTION TO HUMAN RESOURCE | 39 |
| 2.8 EMPLOYEE BENEFIT | 40 |
| 2.9 ADMINISTRATIVE BUDGET | 43 |
| <i>MARKETING PLAN</i> | |
| 3.0 INTRODUCTION | 45 |
| 3.1 PRODUCTS OR SERVICES DESCRIPTIONS | 48 |
| 3.2 TARGET MARKET | 49 |
| 3.3 MARKET SIZE | 53 |
| 3.4 COMPETITION | 58 |
| 3.5 MARKET SHARE | 61 |
| 3.6 SALES FORECAST | 65 |
| 3.7 MARKETING STRATEGY | 68 |
| 3.8 MARKETING BUDGET | 78 |
| <i>OPERATIONAL PLAN</i> | |
| 4.0 INTRODUCTION | 81 |
| 4.1 PROCESS CASH FLOW | 85 |
| 4.2 PRODUCTION SCHEDULE | 86 |
| 4.3 MATERIAL AND MACHINE REQUIREMENTS | 88 |
| 4.4 MANPOWER REQUIREMENTS | 91 |
| 4.5 OPERATIONS LAYOUT PLAN | 93 |
| 4.6 LOCATION | 96 |
| 4.7 OPERATIONS OVERHEADS | 99 |
| 4.8 OPERATIONS BUDGET | 100 |
| <i>FINANCIAL PLAN</i> | |
| 5.0 INTRODUCTION | 102 |
| 5.1 OBJECTIVE OF FINANCIAL PLAN | 104 |
| 5.2 IMPORTANT OF FINANCIAL PLAN | 106 |
| 5.3 PROJECT IMPLEMENTATION COST SCHEDULE | 108 |
| 5.4 SOURCES OF FUND SCHEDULE | 109 |
| 5.5 FIXED ASSET DEPRECIATION SCHEDULE | 110 |
| 5.6 LOAN AMORTIZATION SCHEDULE | 116 |
| 5.7 PROFORMA CASH FLOW | 117 |
| 5.8 PROFORMA PROFIT AND LOSS | 118 |
| 5.9 PROFORMA BALANCE SHEET | 120 |
| 6.0 RATIO ANALYSIS | 121 |
| <i>CONCLUSION</i> | |
| <i>APPENDICES</i> | |
| | 124 |
| | 126 |

1.0 INTRODUCTION

The name of our company is The Crema Coffee after all shareholders in the company agreed with it. We choose the name because the meaning itself will bring a good impression from our customer. '*Crema*' means a thin layer of foam at the top of a cup of coffee. We specialize in an exotic coffee range and will be offering a unique blend of superb quality at comparatively reasonable prices. The customer not only can enjoy the coffee but they also will be served with the most delicious pastry and ice cream.

We don't have competitors here in Mukah town from the same kind of business but we have competitors from other beverages industry like Bubble Tea, Medan Ria and Perfect Ice. We believe and trust that the people want to change their taste of drinks. We have a very good deal for couple, family or friends. They will have a very good time at our coffee shop.

We are situated at Mukah town. We choose new town area because it was a new developing area in Mukah town. Although it was a new developed town, but it was so surprised to say that in here we can see a lot of facilities such as school, university, bank, supermarket, clinics and so on. Maybe you all are curios to know why we choose to locate at new town area Mukah for a coffee shop like ours which is a new kind of thing and stuff for the people. We are actually new and we need to know how the people will react with our drinks and pastries. If we choose to locate at a crowded place, we will have to be ready for the risk the people would not want our drinks.