



اُنْبُوْا سِيَّتِيْ بِتَيْكُوْلُوْا عَمِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY ENTREPRENEURSHIP (ENT600):

TECHNOLOGY VENTURE BLUEPRINT

PROJECT TITLE: PEACEZA CAFE

FACULTY: FACULTY OF SCIENCE COMPUTER & MATHEMATICS

PROGRAMME: BACHELOR OF SCIENCE (HONS.) MATHEMATICS

NAME: NURZAFIRAH AIDAH BINTI MOHAMMED ZABANI

NUMBER MATRIC: 2017412584

LECTURER'S NAME: PUAN WAN MASNIEZA BINTI WAN MUSTAPHA

CLASS: CS249/6B

DATE OF SUBMISSION: 25 JUNE 2020

COVER LETTER

NURZAFIRAH AIDAH BINTI MOHAMMED ZABANI

Faculty of Computer Science & Mathematics,

Universiti Teknologi MARA,

18500, Machang,

KELANTAN

25th June 2020

PUAN WAN MASNIEZA BINTI WAN MUSTAPHA

Lecturer of Technology Entrepreneurship (ENT600),

Faculty of Business Management,

Universiti Teknologi MARA,

18500, Machang,

KELANTAN

Madam,

Submission of the Technology Blueprint (ENT600)

According to the title above, I would like to submit my business plan on the name of Peaceza Café consisting of all the details, example, document and the following procedure which is located at Seremban, Negeri Sembilan.

2. This report consists of important components and aspects that have been considered in the beginning of the business. It includes my business profile, structure administrator, financial, marketing, and operation aspects plus all other information regarding the business plan.

Thank you.

Yours sincerely,

(NURZAFIRAH AIDAH BINTI MOHAMMED ZABANI)

General Manager

ACKNOWLEDGEMENT

Alhamdulillah, I am grateful to Allah SWT for the completion of this Technology Blueprint as one of the requirements that need to be accomplished in the course work assessment for the Technology Entrepreneurship subject (ENT600).

A special gratitude to my lecturer, Puan Wan Masnieza binti Wan Mustapha and her kindness in helping us during the process of completion of this project. She has been given a good service by providing me lots of useful information. Without her, I am not able to complete this Blueprint report. Besides, not to be forgotten to my parents in supporting me to complete this Blueprint report especially during this pandemic of Coronavirus Disease. This report has been prepared with the cooperation and support from many people.

Through these problems, I managed to become more organized and mature in dealing with problems that occur during my research. This Blueprint report covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly and indirectly to this Blueprint report, I am very grateful to them for their efforts and initiative that they have shown in my work project until I successfully completed my Blueprint report. I apologize to all other unnamed people who helped me in various ways to complete this project and I hope that this Blueprint report can give me at least a little bit about the Entrepreneurship world and facts about how to become an entrepreneur in the future.

EXECUTIVE SUMMARY

Peaceza Café is a partnership that operates a food product service business in a restaurant or café. The business is located at No. 10, Jalan BPS 2, Bandar Prima, Senawang, 70450, Seremban, Negeri Sembilan, Malaysia. It is near to Mydin Senawang Supermarket. Peaceza Café produces the main meal that will become our signature food called Peaceza Pizza. Peaceza Pizza is a homemade double decker pizza. The Peaceza Pizza is made with our own recipe that would be a special and famous food. In addition, our business also provides various types of pizza's topping that give high consumer satisfaction.

To make it even more attractive and interesting, our business is deciding to make some differences by creating creativity. That is why our business makes the signature food exclusively from our own recipe which is Peaceza Pizza. The bread of Peaceza Pizza is made by our own and the recipe as well. We can ensure that this brand of Peaceza Pizza can gain some big attraction in the marketplace. In every food that we served, we surely and confidently made it very suitable for every person who will taste it.

With a loan that we will get from the RHB Bank, we are hoping and wishing to make Peaceza Café able to achieve an outstanding demand from our targeted customer. Our business vision is to ensure the quality of standard of our product will be at the highest level and to ensure customers are satisfied with our food product and service. With all the commitment and cooperation that is contributed by all partners in this business, we will be expected that our business will become more