



UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

ENT 300  
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
CREANO CAFE

PREPARED BY :

NABILAH BINTI PERMAN	2013235986
KHALIDAMONA BINTI JUMAT	2013862026
IVY SENDRALISA H. JAMES ARAB	2013849468
SRI SHALIZA SHARMIE BTE MOHD SOHAIMI	2013491714
SYARIAH IZZATI BINTI DURAMAN	2013856364
MIRA EMELYTA FELEX	2013482984

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## 1.0 Introduction to the Business

CREANO Cooperation is a company that created to sell a creative and innovative product. CREANO Cafe is one of the dessert cafe that serves various types of cakes located at Kota Kinabalu, Sabah, Malaysia. This name symbolizing that our cafe focus on selling our main product which is Creano Snack that is based on creativity and innovation of desserts and cakes that may attract all sweet lovers. This business is a partnership business consists of 6 contributors. We are targeting to expand our business throughout the world in long term achievement.

Malaysia's government encourages and gives support on the food industry. They encourage Malaysian to involve in food services as it could be one of the contributions of our country's income. We are sure that the food industry is a very profitable line, but it will take time to get a large profit. However, it is not the main problem as the food industry nowadays expanded rapidly and thoroughly around Malaysia, promising us with a high profit in return with some patience.

The potential of our business is wide. It is because cakes and buns have its own fans. Most nations, not considering vegetarian or not, in Malaysia enjoys cakes and buns. Besides that, tourists can try a Malaysian's special recipe. Research shows people loves to try something new that might match with their appetite. That is why we are really sure that our bakery will be able to attract consumers to try as our cakes and buns are handmade and have its own secret recipe.

Nowadays, people love to eat cakes and desserts because there are varying types and flavors of them. They can make their own choices to choose any that they are interested. Other than that, our product is also one of the main food after rice as they provide carbohydrates that could make people full. We also produce nutritious food for our customer who takes a good care of their health. Furthermore cakes and buns also can be eaten anytime anywhere as they are easy to carry wherever we go.

The main operation of CREANO Cafe is to produce and supply desserts for customers. We also take orders from customers for special occasions such as birthday, wedding, engagement and others since cakes are a very popular product among Malaysian and foreigner. Free Wi-Fi services will be provided to all the customers so they can have some entertainment while eating the cakes. The most crucial thing is all of our products have already obtained “Halal” certificate from JAKIM.

Our cafe employed professional chefs to bake delicious, mouth-watering desserts, so that our cafe will be the most popular Muslim dessert cafe in Malaysia. We will start our business on 1<sup>st</sup> of April 2015 and will be opened from 10.00 am until 10.00 pm so that customers can come for any meal time such as breakfast, lunch, tea time or dinner. We will ensure that our customers will be fully satisfied with the taste and services that we provided. We take all raw materials from the supplier everyday to ensure our raw materials are fresh and in good conditions. We will also always try to improve the qualities of our products and services to ensure a higher profit return.

## 1.1 Purpose Of Business

“CREANO Cafe” business plan works as a guideline for day-to-day management of the business venture and to convince investors and bankers in order to raise capital. This business plan also to ensure that our business resources could be distributed effectively and efficiently.

The main referees are :

- Bank and Financial Institution

The purpose of the business plan of CREANO Cafe is to secure funding by obtaining working capital loan from Maybank Kota Kinabalu Branch. The amount of the loan is RM 110,000.00 within 15 years. ( RM 80,000.00 for CAPEX and RM30,000.00 for working capital cost)

- Investor

To assist potential investors in analyzing and evaluating the viability of a project.

No.	Sources	Share	Percent
1.	Sri Shazliza Sharmie	RM 10,000.00	20 %
2.	Mira Emelyta Felex	RM 10,000.00	20 %
3.	Nabilah binti Perman	RM 10,000.00	20 %
4.	Syariah Izzati Duraman	RM 10,000.00	20 %
5.	Khalidamona binti Jumat	RM 10,000.00	20 %
6.	Ivy Sendralisa H.James Arab	RM 10,000.00	20%
	TOTAL	RM 60,000.00	120%

## 1.6 Product Description

Nowadays, cupcakes has been trending through the youths in Malaysia. But, have you ever heard a cupcake made in a pot? This creative product consists of two main flavors that is oreo and cheese which will than be filled with specified less cholesterol cream cheese between and with crashed oreo's and nestum scattered on top of it then designed inside a pot with a final touch of mints leaf. It provides the customers the feelings of excitement eating something out of the nature, digging inside the soil (oreo/nestum) with and additional of soil worm( gummy worm).

This product also suitable for a laidback-day for the customer as they can scoop out the product from the pot with care and messy-free.

