



UNIVERSITI TEKNOLOGI MARA SARAWAK
KAMPUS KOTA SAMARAHAN

Shaky DeNata Cafe

(DRAFT BUSINESS PLAN)

| | |
|--------------------------------|------------|
| SITI SHUHADAH BINTI MOHAMAD | 2009204076 |
| NUR ILLIANA BINTI ABD. RAHAMAN | 2009454122 |
| IGNATIUS NYALAYANG AK BETI | 2009248442 |
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DIPLOMA IN PUBLIC ADMINISTRATION

Prepared for:
Miss Nur Shaiqrah bt Jaya

LETTER OF SUBMISSION

Shaky DeNata Cafe

Gnd Flr Sublot 69,
Jalan Datuk Mohd Musa Desa Ilmu Phase 25,
94300 Kota Samarahan, Sarawak

Miss Nur Shaiqrah bt Jaya ,

Lecturer of ETR 300 (Entrepreneurship),
UiTM Sarawak, Kampus Samarahan
94300 Kota Samarahan, Sarawak.

Miss,

Re: Submission of our Business Plan

As stated, I; Siti Shuhadah binti Mohamad , as the General Manager of Shaky DeNata Cafe, 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.

Your time and support is highly appreciated.

Thank you.

(Siti Shuhadah binti Mohamad)
General Manager of Shaky DeNata Café

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1.1 Executive Summary

The name of our company is Shaky DeNata Café. The business is in form of enterprise which consists of four members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity we make and serving the foods and drinks by our own. Coconut Shake is our privilege. Concept of our business is like a mini bar restaurant concept. Our business operation is at 10 am to 10 pm on weekdays and on weekends and public holiday at 10 am to 11 pm. Our shop will close on Monday every week for staff rest.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Siti Shuhadah binti Mohamad as the General Manager and Administration Manager, Ignatius Nyalang ak Beti as the Operational Manager, Nur Illiana binti Abd Rahaman as Marketing Manager and Ainul Nadia binti Abdullah as the Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

1.4 INTRODUCTION TO BUSINESS PLAN

Shaky DeNata Cafe is a partnership business which consists of four members. The main business activity we make and serving the foods and drinks by our own. Coconut Shake is our privilege. The business is in form of enterprise which all shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We have agreed to choose this type of business entity as for the entire shareholder will gain their profit and losses accordingly to their ratio. Furthermore, this form of business entity will encourage the entire shareholder to maximize their productivity to increase the profit gain and will work hard to avoid losses.

1.5 NAME OF THE COMPANY

The name of our company is Shaky DeNata Cafe. This name has been decided with the consensus of all the members of shareholders who are responsible for the commencement and establishment of this company with the approval of the Inland Revenue Board (business registration department). With this name, we are looking forward to endeavor in producing our product with the highest quality and fulfill our clients demand and satisfy them thus make Shaky DeNata Cafe to be a well known company in this country.

