



اَوْنُوْ سِيْتِي تَيْكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300 :
FUNDAMENTALS OF ENTREPRENEURSHIP



SUN LUNA CAFE

PREPARED FOR: MADAM HAZWANI ZOLKIFLY

PREPARED BY: SITI NUR NAZIRA BINTI MOHD HALIM

STUDENT ID: 2018201464

GROUP: AD116 4F

TABLE OF CONTENTS

CONTENTS	PAGES
EXECUTIVE SUMMARY	2
1.0 BUSINESS DESCRIPTIONS 1.1 Company Background 1.2 Organization Logo/Motto	3 3
2.0 OWNER DESCRIPTION	4
3.0 PRODUCT/SERVICE DESCRIPTION	5
4.0 ORGANIZATIONAL/ ADMINISTRATIVE PLAN 4.1 Organization Chart 4.2 Manpower Planning 4.3 Schedule of Tasks and Responsibilities 4.4 Schedule of Remuneration 4.5 List of Office Equipment 4.6 Organizational /Administrative Budget	6 6 6 7 7 7
5.0 MARKETING PLAN 5.1 Customers (Target Market) 5.2 Sales Forecast 5.3 Marketing Strategies 5.4 Marketing Budget	8 8 9-11 11
6.0 OPERATION PLAN 6.1 Material Requirements per Month 6.2 Machine and Equipment 6.3 Operation Budget	12 12 13
7.0 FINANCIAL PLAN 7.1 Project Implementation Cost Schedule 7.2 Sources of Financing Schedule	13 13
8.0 CONCLUSION	14
9.0 APPENDICES	14-15

EXECUTIVE SUMMARY

Sun Luna Cafe is a restaurant which focuses on coffee and food production and will be established as a cafe shop in Kuala Lumpur, we are creating a successful business that enables us to fulfill our underlying mission to nourish our neighborhood with wholesome coffee and beverages.

Sun Luna Cafe with tagline “Start with coffee, end with coffee” is located in Kuala Lumpur with address: 150, Jalan Petaling, City Centre, 50000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. Kuala Lumpur is a city centre which attracts a lot of people on a daily basis, whereas it will give a good exposure to the shop with our urban but nature-like cafe.

Sun Luna Cafe serves all types of coffee to provide refreshment to the customers. Our shop is suitable for various types of customers such as children, youngsters, adults, professionals and etc. Coffee and beverages are served with a consideration of every person's tastes which make it suitable for everyone. The company will also make the drinks unique with our own signature taste that only can be savored in Sun Luna Cafe.

The business will emphasize quality products at competitive prices and will promote the business through the usage of newspaper, magazine, website and social media. The cafe will be using eco-friendly products/packaging that are made of organic materials that can be decomposed naturally without causing any harm to the environment. The use of eco-friendly products is not only good for the environment but also can encourage the customers in taking care of our nature.

Company Objectives

1. Make distinctly great tasting coffee, at a reasonable price
2. Build up the community by giving back by hosting free social events
3. Create a welcoming environment around the cafe
4. Treat employees and customers with the upmost respect

The coffee industry is flourishing globally and internationally. There is a large target market and variety of customers especially from youngsters and adults who enjoy the taste of coffee in the Kuala Lumpur area.

1.0 **BUSINESS DESCRIPTIONS**

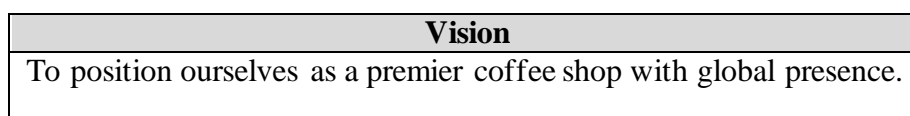
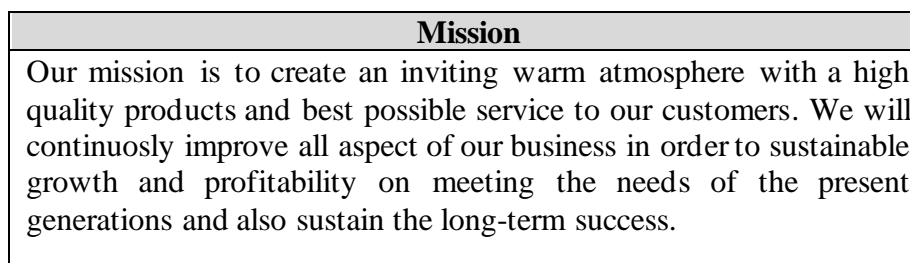
- a) Name of the company- Sun Luna Cafe
- b) Factors in selecting the proposed business
 - There's high demand on this particular business that attract people with the uniqueness of exceptional savoury drinks and food. With the skills and experience that I have gain, it is better to give it a good used by building a cafe shop and share the taste of sweetness that I have learned.

1.1 **Company Background**

Name of the Organization	Sun Luna Cafe
Business Address	150, Jalan Petaling, City Centre, 50000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
Website	www.sunlunacafe.com
Email Adress	sunlunacafe@gmail.com
Telephone Number	011-6292 1339
Form of Business	Sole Proprietorship
Main Activities	Bakery
Date of Commencement	10 February 2020
Date of Registration	11 January 2020
Name of Bank	Maybank Berhad
Bank Account Number	122456623987

1.2 **Organization Logo/ Motto**

Logo description, Organization Mission and Vision



2.0 OWNER DESCRIPTIONS



Name of Owner/Partners	Siti Nur Nazira Binti Mohd Halim
Identity Card Numbers	000205-10-0778
Permanent Address	SP 2/6 Jalan Taman Subang Perdana Seksyen U3 40150 Shah Alam
Correspondence Address	150, Jalan Petaling, City Centre, 50000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
E- Mail	snnzira@gmail.com
Telephone Number/Fax Number	014-365 3250
Date of Birth	5 February 2000
Marital Status	Single
Academic Qualification	Diploma in Fashion Design, UITM Seri Iskandar.
Course Attended	Fashion Design
Skills	-Organizational Skills -Skills in Microsoft Office -Editing Skills
Experiences	Promoter at Kopi Mesin Cafe.
Present Occupation	General Manager at Sun Luna Cafe
Previous Business Experience	Helping in family's business in making cakes and bread.