



اَوْبُو سَيْتِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

### **BUSINESS PLAN**

### **LEBO'COFFEE**

### **BREW AND BEVERAGES**

**FACULTY & PROGRAMME:** FACULTY IN BUSINESS MANAGEMENT &  
PROGRAMME IN BANKING & BUSINESS STUDIES

**SEMESTER** : 5

**PROJECT TITLE** : BUSINESS PLAN OF LEBO' COFFEE

**PREPARED FOR** : MADAM SITI FARAH BINTI LAJIM

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Madam Siti Farah Binti Lajim  
Universiti Teknologi MARA Cawangan Sarawak Kampus Mukah  
KM 7.5 Jalan Oya  
96400 Mukah,Sarawak

Dear Madam Farah,

I am submitting my business plan to you in the hope of receiving a start-up loan RM 13,308. We are operating restaurant business which is called Lebo' Coffee. Our location is at Mukah New Township 96400 Mukah , Sarawak. We have four partnership where Financial Manager, Operation Manager, Marketing Manager and General/Admin Manager.

Our business net profit for year 2018 is RM 4,214. For projected profit, we achieve RM 48, 619. We estimated cost on the capital expenditure is RM 14,808 and sales projection for year 2018 is RM 241,903. Each partner contributes RM 8552.80 for the business.

I am eager to hear your comment and answer any questions you have may have. I'm very pleased to enclose my business plan for our Lebo' Coffee. Inside, you'll find a wealth of information about our business, a through assessment of opportunities in the marketplace , and a detailed plan for seizing. I look forward to the possibility working with you to make Lebo' Coffee a success in the coming months and years.

Thank you for your time and attention.

Sincerely,

Wenna Ak Hagam  
General/Admin Manager

## EXECUTIVE SUMMARY

Based on the business plan, we can get that we are operating a partnership business called “Lebo’ Coffee”. Lebo’ is known as a house. This is because we are opening our business in the Mukah area. The majority people that live in Mukah are Melanau people. That is why we choose Lebo’ as our business’ name. Our trends product are mostly based on brew and beverages beside that our side dishes are cake and pastry. Our competitors in Mukah area are ZenQ, Mr. Bean and I Prefer Original. Our target groups are from teenager to adults. Our business location is at New Township, 96400 Mukah, Sarawak, Malaysia. Our tagline for the Lebo’ Coffee is “No Stress With Coffee”

Next, our administration vision is to be a leader in the gourmet coffee, tea and food services industry by committing to a Culture of quality excellences, integrity and passion for all things brewed. For the mission are we want to be welcoming, comforting presence in every community we serve and anywhere else we happen to show up. We know our guests have a choice and we never want them to feel less than special and to be consistently deliver brewing excellence through our product, services and relationship. The organizational structures that we have in our business are general manager, administrative manager, marketing manager, operational manager and financial manager.

Then, is for the marketing part, our vision is to inspire and serve the best coffee drinks for all and our missions are to be a leader in the gourmet coffee and foodservice industry by committing to a culture of quality, excellence, integrity and passion for all things brewed and to ensure that customers are attracted and motivated to purchase the products or services offered. Our target markets are the Mukah people, UiTM Mukah students and Politeknik Mukah students.

Besides, the main objectives for the operational plan are to ensure the business operation system runs smoothly order to maintain the quality of the products and services to customers, to optimize customer satisfaction and fulfill their expectations towards our ability to provide high quality products and timely services, to achieve consistency and stability in our production and services, to ensure the quality of our products/services meet the established standards and to ensure our business is profitable and successful.

Lastly, the financial plan of the business is to ensure the ongoing of the business will operate smoothly. This is also to take a wider view of the business plan whether our business is able to gain a greater profit in the next 3 years without experiencing a deficit. Financial plan is also to help us in guiding to avoid the error in managing the business’ finance.

## INTRODUCTION

### 1.1 INTRODUCTION TO THE BUSINESS

- i. **Name of the business** : LEBO' COFFEE
- ii. **Nature of business** : Partnership
- iii. **Industry profile** : Our trends product are mostly based on brew and beverages beside that our side dishes are cake and pastry. Our competitors in Mukah area are ZenQ, Mr. Bean and I Prefer Original. Our target groups are from teenager to adults.
- iv. **Business Location** : New Township, 96400 Mukah, Sarawak, Malaysia
- v. **Date of commencement** : 28 January 2018
- vi. **Factors in selecting the proposed business:**
  - a) Enjoy sense of freedom – means by the flexible schedule
  - b) Be your own boss – to have the final word, to make the final decisions, to be the master of your own creation.
  - c) Can express your creativity –allow you to pick realize, build upon and tangibly implement your creativity within.
- vii. **Future prospects of the business:**
  - a) Open branches in different areas.
  - b) Recognizable by the community