



UNIVERSITI TEKNOLOGI MARA

KAMPUS KOTA SAMARAHAN

THE MEET CAFE

BY B.R. VELVET ENTERPRISE

NURAMELIA FAEZAH BINTI ZAIRT ATAHARI
RAZIATUL SYAHIRA BINTI RAZAILI
NUR MAZLIANA BINTI MAZLAN
NURUL SYAZWANI BINTI MORSHIDI
RAIHANA BINTI MOHADI

2012832846
2012619666
2012446256
2012464124
2012838582

DIPLOMA IN BUSINESS STUDIES (BM111)

LETTER OF AGREEMENT

The partnership agreement is made on the 1st of January 2015 between the partners of B.R Velvet Enterprise. The terms of agreement are as follows:

- I. Each partner is an agent of the company and his/her partner for the purpose of the partnership of the business
- II. Each partner is liable to the debts and/or losses of the company.
- III. No person may be introduced as partner without the consent of all existing partners.
- IV. Each partner must take part in the management of the business.
- V. All matters of finance and true accounts and information of all things relating to the partnership will be available at all times.
- VI. Subject to the agreement between partners, partnership is dissolved as regards all the partners by bankruptcy of the business.
- VII. Capital contribution by the general manager is **RM22,901** whereas the rest of the partners contribute **RM10,000** each. Therefore, the total contribution by all partners are **RM62,901**. Besides that, the company will also make application for loan **RM67,000** as additional capital.
- VIII. The share of general manager is 36.4% whereas the shares of the rest of the partners are 15.9%.
- IX. Each partner can make drawing as long as he/she get the permission from the other partners.
- X. All partners have their own responsibilities to the assets and liabilities and also will be responsible to all debts and assets in the company.
- XI. Debt made by any partners must be considered in the partnership agreement. If the partners failed to pay the debt at the end of the accounting period, his/her profit will be deducted to cover the debt.
- XII. The partner can add any additional capital with the agreement of all partners.
- XIII. All partners that agree with their own position will manage partnership's business. Position in the company are as follow:

Name

NURAMELIA FAEZAH BINTI ZAIRY ATAHARI
RAZIATUL SYAHIRA BINTI RAZAILI
NURUL SYAZWANI BINTI MORSHIDI
NUR MAZLIANA BINTI MAZLAN
RAIHANA BINTI MOHADI

Position

General Manager
Marketing Manager
Administrative Manager
Operation Manager
Financial Manager

Executive Summary

After doing an extensive research on the business opportunity available in Jalan Simpang Tiga, Kuching area, we decided to focus on providing and offering various flavours of tea, coffee and beverages, plus pastries and cakes. We would also provide rooms for our customers to hold meetings, have study groups and other social activities. To that end, we came up business plan of creating a partnership made up of five partners, naming of our company B.R. Velvet Enterprise. Each partner will contribute a certain amount of capital as in our agreement.

Our business will be operate at Ground Floor, 12, Jalan Simpang Tiga, 93758 Kuching, Sarawak. All partners will participate in the management of the business. As stipulated in the agreement, Nuramelia Faezah binti Zairy Atahari was appointed the General Manager while Raziatul Syahira binti Razaili the Marketing Manager, Nur Mazliana binti Mazlan the Operation Manager, Ms. Nurul Syazwani binti Morshidi the Administrative Manager and Ms. Raihana binti Mohadi the Financial Manager.

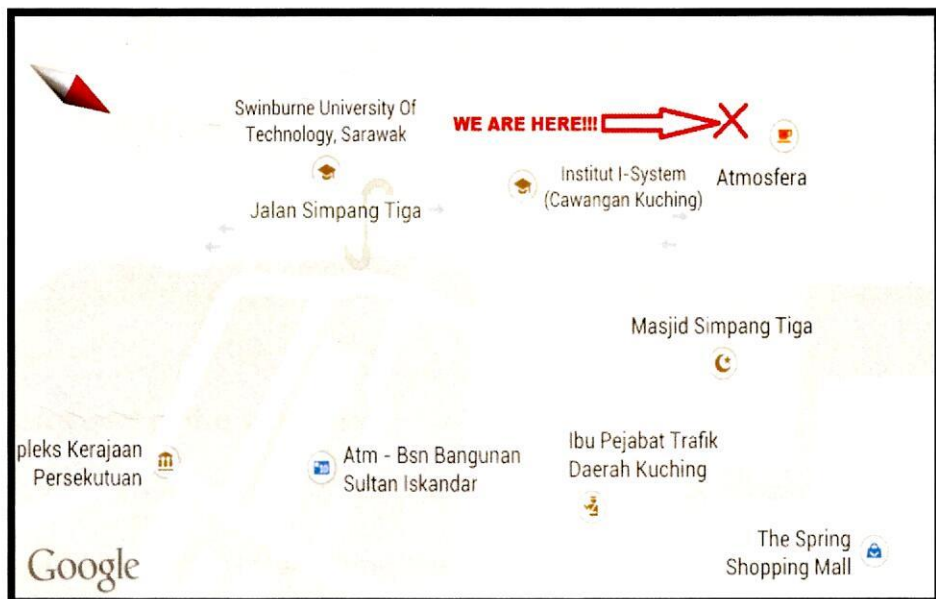
The management team will be led by the General Manager and assisted by other four respective managers. The General Manager is responsible for controlling, leading and organizing the overall management of the business. The Marketing Manager's job will be to prepare a marketing plan including identifying the target market, develop sales forecast, and marketing strategies. The Operation Manager will handle the business aspect and the Administrative Manager will be responsible for the entire administrative activity of the partnership and finally, the Financial Manager will take responsibility in preparing the operating budget and financial statement for the expenses of each department.

TABLE OF CONTENT

LETTER OF AGREEMENT	3
EXECUTIVE SUMMARY	5
1.0 INTRODUCTION	6
1.1 OBJECTIVE OF THE MEET CAFÉ	8
1.2 PURPOSE OF THE BUSINESS PLAN	9
1.3 COMPANY BACKGROUND	10
1.4 BUSINESS LOGO AND TAGLINE	11
1.5 BUSINESS CARD	12
1.6 SHAREHOLDERS BACKGROUND	13
1.7 LOCATION OF BUSINESS	23
2.0 MARKETING PLAN	24
2.1 INTRODUCTION	24
2.2 MARKETING OBJECTIVES	25
2.3 PRODUCTS AND SERVICES DESCRIPTION	26
2.4 TARGET MARKET	28
2.5 MARKET SIZE	29
2.6 COMPETITIONS	30
2.7 MARKET SHARE	31
2.8 SALES FORECAST	33
2.9 MARKETING STRATEGIES	34
2.10 MARKETING BUDGET	41
3.0 OPERATIONAL PLAN	42
3.1 INTRODUCTION	42
3.2 OPERATION OBJECTIVES	43
3.3 OPERATION STRATEGY	44
3.4 OPERATIONS HOUR AND BUSINESS HOUR	45
3.5 OPERATION PROCESS	46
3.6 CAPACITY PLANNING	47

1.0 INTRODUCTION

- Company Name
 - B.R. Velvet Enterprise
- Nature of business
 - Core business is selling food and beverage.
 - B.R Velvet Enterprise offer food, beverages and discussion rooms.
- Location of the Business



- Date of business commencement
 - 1st January 2016
- Factors in selecting the proposed business
 - Today's modern and urban lifestyle