



FACULTY OF ARCHITECTURE, PLANNING & SURVEYING
UiTM SARAWAK CAMPUS, KOTA SAMARAHAN

DIPLOMA IN BUILDING
ETR 300 - ENTREPRENEURSHIP

BUBBLE TEA

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LETTER SUBMISSION

Bubble Tea,
Lot 2363, Jalan Datuk Mohd Musa,
Desa Ilmu Phase 3,
94300 Kota Samarahan,
Sarawak.

Miss Siti Farah Lajim,
ETR 300 Lecturer,
Uitm Samarahan,
94300 Samarahan,
Sarawak.

20 October 2009

Miss,

SUBMISSION OF BUSINESS PROPOSAL

Adherence with pre-requisite for the complete of the course of fundamental of Entrepreneurship (ETR 300), we proudly submit to you the completed and final business proposal of our group, Bubble Tea on this date of which had been agreed before.

We would like to thank your kindness and generosity in guiding and leading us making of this proposal all this while. Without your advice, we certainly would not be able to come out with such determined and dedicate proposal.

We will keep the knowledge, skills and information we have gathered for our good in the future. We want to thank you again and is there any problem relating to this proposal, please let us know.

The business plan covers all aspects of starting the business administration, marketing, operation and financial status of company. The objective of business we have ventured into and to convince financial institution for financial help.

Thank You.

Your Sincerely,


(Nik Firzarius Bujang)
General Manager
BubbleTea®

EXECUTIVE SUMMARY

Bubble Tea is a partnership company. There are five members of the partnership which are the General Manager, Administration Manager, Operation Manager, Marketing Manager and Financial Manager. The major of our business is providing services in food and beverage to the customers.

This Bubble Tea of ours is located at Lot 2323 Jalan Datuk Mohd Musa, Desa Ilmu Phase 3, 94300 Kota Samarahan, Sarawak. It will affect of its operation with a starting capital around RM500,000. The premise is well equipped and facility. This area is a commercialized area consist variety of customers.

Even though there are few competitors at our location. We have full confidence that we can compete with them due to the advantages and accommodations as mention early we sure can capture a substantial portion of market.

1.0 INTRODUCTION

Name of Company

The project we want to propose is a lifestyle café. We choose our company name as BUBBLE TEA in this food and beverage industry.

Nature of Business

BUBBLE TEA is wholly owned by Five (5) Bumiputra Entrepreneurs which involved in Food and Beverage Industry. It is a partnership company that consists of five (5) persons who are also work in the company. All partners are entitled to participate in the business management. We are also able to share a lot of new ideas together to increase our quality and productivity of our business apart from maximizes our profit.

Industry Profile

Lifestyle café especially in tea business has grown every year in Malaysia. Lifestyle factors converge to make the tea industry strong at all times. Lifestyle Café is a place for fast-paced Malaysians to consider passing by as a part of their day. As lifestyle café provide calm, invigorating ambiance for people to socialize, relax or catch up on work. The surge in interest in tea drinking and cakes among young people assures a diverse, receptive, sophisticated customer base now and in the future. Besides, many young people now more keen on meeting each other in lifestyle café during the blind date through net.

Like mentioned just now in opportunity of changing lifestyle, older adults also enjoy the fact that for the relatively modest price of a cup of tea and cake, they can meet with their friends, relax or work. Instead of going to a bar and paying for an alcoholic drink or a restaurant where a meal usually comes with a hefty price tag, the Lifestyle café is an intimate yet inexpensive venue. Thus, the young generation will be an important target market in the future. Tea drinking is now an all-day activity. Once concentrated in the early morning hours or mid-afternoon, in