



UNIVERSITI TEKNOLOGI MARA

KAMPUS KOTA SAMARAHAN

BUBBLE CAFE

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1.1 SUBMISSION LETTER

Nur Liyana Binti Hassan,

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94300 Kota Samarahan,

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94300 Kota Samarahan,

SARAWAK.

14 MARCH 2015.

1.4 EXECUTIVE SUMMARY

The name of our company is Bubble Cafe. The business has been decided in the form of five partnerships. Each partner has contributed on an agreed amount of capital as in our agreement. Our main business activity is to serve various flavours of waffles, ice-creams and packet drinks. We will be located at Emart One Stop Shopping Mall, Lot 104A, Block 225, Kuching North Land District, 4th Mile Batu Kawa, 93250 Kuching, Sarawak. Hopefully, we will be opened on 2 January 2016.

All partners are entitled and encouraged to participate in all business management. All of us have agreed that Nur Liyana Binti Hassan as the General Manager, Siti Zafina Binti Mohamed Omar as the Administration Manager, Nurul Hidayah Binti Zaini as the Marketing Manager, Putri Nadzirah Binti Bolhi as the Operational Manager and Farah Fadhilah bt. Rosdi as the Financial Manager.

The management team will be lead by General Manager. The entire decision making is in her hand after a meeting with the Board of Director. The General Manager is responsible for leading, controlling, planning, organizing and finding the opportunities for the business growth. She will be assisted by three other shareholders that have agreed to cooperate and develop the business.

The first member of the business is Administration Manager. She is responsible for matters concerning office administration. She needs to prepare and plan all the office equipments, organizational chart, manpower, schedule of tasks and others that are related to office works.

The second member of the company is Marketing Manager. She is responsible to study the market conditions and come up with a solution to develop the market area with a

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1.5 INTRODUCTION TO BUSINESS PLAN

The business plan is prepared as a guideline for day-to-day management of the business. It is also to ensure that the management team able to distribute the business resources more effectively and to evaluate the feasibility of the business.

Bubble Cafe is a cafe that sells various flavours of waffles, ice-creams and packet drinks. The business has been agreed by all the partners of the business. The partners have agreed to abide all terms of the partnership to contribute some capital according to the allocated shares. We have chosen partnerships as our form of business because a lot of ideas, talents and skills can be pooled together for better management for the business.

