



## **SUBMISSION LETTER**

ETR 300 Students,  
Diploma in Accountancy,  
University Technology Mara,  
Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan

---

Miss Tiffany Nakita,  
Lecturer of ETR 300,  
University Technology Mara,  
Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan,  
Sarawak.

Miss,

### **RE: Submission of Business Plan**

As a representative of our company, Sate Kita Cafe, I would like to submit our business plan for your evaluation. We are very grateful for the motivation and support that was given to us throughout the process of completing the Business Plan.

2. ETR 300 (Introduction to Entrepreneurship) has given us a clear picture on how to start a business. The processes of finishing the Business Plan really help us to be an excellent entrepreneur in the future.

# CONTENT

BIL	PARTICULAR	PAGE
1	Acknowledgement	4
2	Executive Summary	5
3	Introduction of Business Plan	6 – 9
4	Purpose of Business Plan	10
5	Partner's Agreeebt	11 – 13
6	Company Background	14
7	Company Logo	15
8	Partner's background	16 – 20
9	Location of Business	21 - 22
10	Marketing Plan	23 – 44
11	Operational Plan	45 – 67
12	Administration Plan	68 – 76
13	Financial Plan	77 – 90
14	Appendices	91

SATE KITA CAFE



## **2.0 EXECUTIVE SUMMARY**

The name of our company is SATE KITA CAFE. The business is in form of PARTERSHIP which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. **The main business activity is selling Sate and Nasi Impit.** Our business operation is at 7.00 am to 5.00 pm every Monday to Saturday and off day on Sunday. However, we would change the business operation in the fasting month. We would only start the operation at 4.00 pm until 9.00 pm. The purpose of changing our business operation is to allow our customer to buy Sate Kita to breaks their fast later. Besides, it is also to respect the month of Ramadhan itself.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Aimi Athirah binti Abdullah is our General Manager, Sheril Faiznur binti Sulainan is the Administration Manager, Zulkifli bin Spawi is the Operation Manager, Aldrina binti Morshidi as Financial Manager and Nur Syakirin binti Julai as our Marketing Manager. The selection of General Manager is based on consensus among all the partners and selected based on the amount of capital that she contributed in the business.

The management team will be lead by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business.

The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business.

The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market.

Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

### **3.1 Name of the company**

We named our company as a “SATE KITA CAFE”. There are some reasons why we choose this name. The word ‘KITA’ represent the unity among all races in Malaysia that comprises of Malay, Chinese, Indian and etc. Besides that, we also try to support the vision of 1 Malaysia by Prime Minister of Malaysia.

### **3.2 Nature of business**

In our business, we had chose partnership as the nature of the business. There will be no sleeping partner and this is to ensure all are active and together developing the business. The reasons we choose partnership are because:

- The ideas and knowledge among the top management can be shared and there is no idea will be taken for granted because the capitals are from the contribution of all shareholders.
- Able to less the risks and reduce the liabilities of owner which it is distribute to all the shareholders.
- To avoid the dictatorship way of leadership which leading the company.
- More persons that able to take the responsibility, clearer the objectives and aims can be achieved.
- As check and balance which able to avoid mislead and misuse of sources.

### **3.3 Industry profile**

We choose to open sate cafe because we know that sate have quite a big fans out there regardless of their age, race or anything. In fact, one of our partners wanted to expand the business of her family as her family selling sate for some time now. However, it is just a small business of selling sate. As she knows how to make sate and have a plenty of experience about this business, we finally joint together to help her to expand the business by providing her with enough amount of capital and effort to allow the business to generate a higher return in the near future. Moreover, we already have many loyal customers that will continue to buy sate from our cafe. By expanding the business, we believe we can cater to more customers so that we can satisfy their need and wants.