



DEPARTMENT OF FINE ART

# FUNDAMENTAL OF ENTREPRENEURSHIP

## PRINCE COFFEE HOUSE

SITI MUSTIKA BINTI ZAINI (2009832484)

MISS SITI FARAH BINTI LAJIM

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## PRINCE COFFEE HOUSE

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### Submission Letter

Prince Coffee House,  
The Summer Shopping Mall,  
Jalan Dato Mohd Musa,  
94300 Kota Samarahan, Sarawak

Miss Siti Farah Binti Lajim,  
Lecturer ENT300,  
Universiti Teknologi Mara,  
94300 Kota Samarahan, Sarawak.

11 NOVEMBER 2011

Dear Miss,

The Submission of Business Plan Proposal for Nov 2011 – Mar 2012

As a representative of our company, I am Abang Nuriswan B Abang Ismail as the General Manager of Prince Coffee House wants to submit our business plan on the actual date as plan.

2. Our company name is Prince Coffee House and the form of our business is partnership which consists of four partners. We are Abang Nuriswan B Abang Ismail, Nurhasmah Binti Abdul Zamri, Nurikhsani Binti Ahmat, and Siti Mustika Binti Zaini.

Thank you.

Your sincerely,



ABANG NURISWAN BIN ABANG ISMAIL

(General Manager)

## **EXECUTIVE SUMMARY**

The Prince Coffee Company produces food and beverages like coffee, ice-cream and cake. The company is located in Jalan Dato Mohd Musa, 94300 Kota Samarahan, Sarawak.

The main selling product for this coffee house is coffee itself. There are many food and beverages such as variety type of coffee and variety type of cake will be sold in our shop. Other local cafes in the local market basically offer the same thing to people but in our shop we provide special coffee hand made by our shop itself.

Thus, we have decided to capitalize on this situation by offering something new. At our coffee house, we would expose how important it is to have a carefully made coffee with a great taste and we also bring up the art of coffee in Samarahan.

Usually if people in Samarahan want to have a good coffee or eat some ice cream or cakes, they just could simply go to Summer Valley but in The Prince Coffee House we provide the similar quality made coffee in a lower price.

## **NAME OF BUSINESS**

The name of our business is PRINCE COFFEE HOUSE. The PRINCE name is chosen by the Korean movie. From the shared idea of all the members, we present the word "PRINCE COFFEE HOUSE" which can attract people outside that admire Korean style to come to our place beside we provide the exposure of variety type of coffee and bring back the essence of the real coffee taste in our locals. As we know nowadays, many students were obsessed with Korean artists, singers or actors. So, we are going to put the name of one of the names of Korean drama as our coffee name.



# MARKETING PLAN

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## INTRODUCTION

Marketing defined as the activities that are carried out systematically to encourage and increase sales food and beverages as long as the activities are in line with religious and ethical practices. The first purpose for a marketing plan is to communicate to someone that you've given thought to the marketing strategies you're going to be employing and understand the market you're going to be participating in. The second purpose of a marketing plan is to guide executing your marketing activities. It includes both elements of strategy as well as tactics.

Marketing is a crucial factor that is essential for survival in nowadays competitive environment. In some sense, everything competes with everything else in terms of customers, the labor supply, raw materials and the same channel distribution. Effective marketing starts with recognition of consumer need and then work backward to devise food and beverages to satisfy these needs. In this way, we can satisfy customers more efficiently in the present and anticipate changes in customer more accurately in the future. In marketing it should focus on building long-term customer relationship in which the initial sale is viewed as beginning step in the process, not as an end goal.

The principal task of the marketing function operating under marketing concept is not to manipulate customers to do what suits the interest of our business, but rather to find effective and efficient means of making the business do what suits the interest of customer.

We are looking to systematic effort, resources as time, money and manpower to perform well in business. Through a good marketing plan we can overcome this circumstance. By the same time we also need to look into such as location, business conception and promotion and relates all there to each other to develop a successful marketing plan.