



اَوْبُورِ سِيْتِي تِي كُنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

DIPLOMA IN BANKING STUDIES

NAME OF COMPANY: ESTILO PROPIO

TYPES OF COMPANY: PARTNERSHIP



PREPARED BY:

NO	NAME	MATRIC NUMBER
1.	ATHIRAH BINTI LET	2015551263
2.	NOOR FAIROHANNUM BINTI JAPAR	2015151065
3.	MARIANA BINTI MERSEL	2015958423

PREPARED FOR;

LECTURER'S NAME;

MADAM SITI FARAH BINTI LAJIM

SUBMISSION DATE;

11TH JUNE 2018

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1.1: SUBMISSION LETTER

Athirah Binti Let,
Diploma in Business Management,
University Technology MARA Sarawak,
Mukah Campus,
Km 7.5 Jalan Oya,
96400 Mukah,
Sarawak.

Madam Siti Farah Binti Lajim
Entrepreneurship (ENT300) Lecturer,
University Technology MARA Sarawak,
Mukah Campus,
Km 7.5 Jalan Oya,
96400 Mukah,
Sarawak.

Madam,

SUBMISSION OF BUSINESS PLAN

As a representative of our company, Estilo Propio Cafe, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice

1.3: EXECUTIVE SUMMARY

The name of our business is 'Estilo Propio Burrito' which mean 'Style your own Burrito'. Our company is located at Desa Ilmu Samarahan, The name of this company is come out from the imagination by the partnership members. It shows that how we positioning our product in customers mind until they can remember our company name.

As for the business, we are providing a special and delicious food and drinks based on fast food. We also provide a comfortable cafe house concept and WIFI services for the customers enjoy their food while surfing and relaxing in our cafe. Our concept is also suitable with the campus way of life and office worker.

We are starting the business with the total capital of RM3030. We have three managers for our company. We agreed that Athirah Binti Let as a General Managers and at the same time as Financial managers. As General Managers, she will responsible in planning, leading, controlling and organizing the business and as Financial Manager, she will preparing the budget and financial statement for expenses in our company. Next, our Marketing and Administration managers will be handled by Mariana Mersel. As Marketing managers, she will created the marketing plan for our business and as admin managers, she will responsible in planning and arranging the remuneration schedule of salary and wages for our company. Last but not least, our operation managers will be handled by Noor Fairohannum Binti Japar, she will coordinate the operation of our company.

Most of our target group is from family, students, young and adult from Samarahan area. This will give our company opportunity in giving our high quality services and give comfortable place as well as gaining profit.

Your sincerely.

(ATHIRAH BINTI LET)

General Managers,

Estilo Propio Burrito

1.6: INTRODUCTION TO BUSINESS PLAN

Nowadays, many people have not enough time to get their balance diet because of their daily works. This Estilo Propio will cover up their meals anytime they need. Our products of business plan are good for health and instant. We had decided a partnership business which provides food and beverages with cafe house concept.

All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period.