



## **FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN BANKING STUDIES (BM119)**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**GROUP PROJECT : XOXO CAFE**

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## SUBMISSION LETTER

Diploma in Banking

MARA University of Technology

Sarawak Branch, Mukah Campus

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Madam Siti Farah Lajim

Lecturer of ENT 300

MARA University of Technology

Sarawak Branch, Mukah Campus.

22<sup>nd</sup> January 2016

Madam,

Submission of Business Plan Proposal (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposal business venture which covers administration, marketing, operation and financial aspects.

We hope that this business plan that we proposed does fulfill your requirement. Any mistake or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours Sincerely,

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(NUR AZIEMAH ZAINAL)

General Manager,

Xoxo Cafe

## **EXECUTIVE SUMMARY**

Xoxo Cafe is a new coffee shop that is operated in Bintulu, Sarawak. The business form an enterprise based on the partnership ventures of four persons that also act as managers in the company. Our group has come out with a partnership business plan which provides product for our customer. It is a modern-inspired café that serves a nice range of coffee, homemade desserts not to mention quality and aromatic coffee.

In order to establish this business plan, all four major aspects of the plan including administrative, operational, marketing and financial planning have to be taken into consideration. This is important for any establishment of a business plan because it can help to predict the progress of the business, to forecast success and build strategy in marketing.

In administrative plan, it helps to manage the overall business objectives and goals in order to accomplish the purposes of business plan. Besides that, admin also deals with the remuneration of staffs and their responsibilities in the organization. In addition, the list of office equipment and furniture, administrative budget are taken into consideration.

In operational plan, it helps to determine the process of operations in the business and will be presented by a flow chart format. This stage is where the manager has to prepare the schedule of operations so that they can run the company smoothly. All the materials, machines and equipment, and manpower have to be listed properly according to the reasonable amount. So, a layout plan and budget need to be prepared altogether with the expenses incurred in the business.

In marketing plan, the manager needs to meets the customer needs and wants by determining the target group of customer. In addition, she have to describe clearly the products that provides to the customer in order to estimate the market size and market share to be compared with the competitors in the same industry. Other functions of marketing manager are to plan the marketing

## NAME OF COMPANY

XOXO Café is the name that we all agreed for our business. XOXO means hugs and kisses. Hugs and kisses or **XOXO** is a term used for expressing sincerity, faith, love, or good friendship at the end of a. XOXO is a coffee shop that based on love or any kind of positive vibes. Anyone can go and chill in our café with beloved ones. Besides that, it also gives special meaning for us as a partnership. It builds our strong relationship as a friend and partnership.

We also have to find the suitable name for our business and marketing representatives for marketing strategies. We choose coffee shop as our business because coffee shop are full with people going in and out. The environment also encourages the momentum and keep a nice level of noise going in conversation that might feel awkward elsewhere. In addition, coffee has definitely has its pull in society such as profitable treat, gathering place and a reward at the end of hard day.