



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

“THE OWLS DESTINATION CAFÉ”

BY T.O.D. PARTNERS

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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar

MOHAMAD HASIMI BIN ABDULLAH
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EXECUTIVE SUMMARY

Our café name is The Owl Destination Café. The business is in the form of partnership, which is consisting of 5 members. Each partner contributes certain amounts of cash as agreed in our agreement. Our main business actively provides high quality food, services and also band performance. Our business is operated in Lot 12 & 13, DUBS Commercial Centre Section 54, KTBL of Jalan Petanak, Kuching, 93450 Sarawak. Our operating hour is starting on 7.30 p.m. until 2.30 a.m. every day except for Monday.

All partners are entitling in the business management. We have agreed that Zulfahrina Bt Mohamed Hazri is our General Manager, Nawal Amani Bt Abdul Rashid as Administrative Manager, Ahmad Allnuffairie B Ramadan is the Marketing Manager, Mohamad Hasfa Riza B Mohamad Musa as the Operational Manager and Linnyfer Lingki ak Kedeni Keloni as Financial Manager.

The management is lead by General Manager and assist by other manager. The General Manager is responsible in controlling, leading, organizing, and planning entire business. Administration Manager is responsible for the entire job related to the office administration. The Marketing Manager is responsible in preparing marketing plan. This includes identifying the market share. Develop sales forecast and develop the marketing strategies. The Operation Manager will monitor or control the operation of the business. The Financial Manager will responsible in the financial matter such as preparing budget, and financial statements for each department expenses.

1.0 INTRODUCTION

1.0.1 Name of the company

The Owl Destination Café that organizes by T.O.D partners is form based on partnership business that serves the high quality of food and beverages including with a live band music performance by the local band.

T.O.D partners is our company name that a short form name from The Owl Destination Café. We using this name for our café because of us operate our business until midnight. Owl is illustrated about our customer going to our café during the late night to have a light meal. Meanwhile, the destination is shows that our café have been the place of where all the people want to find the midnight light food and relaxation.

This café is providing live band music performance for our customer and also variety of beverages and high quality of snack food. Thus the customer can have their light meal while watching the live band music performance.

1.0.2 Nature of business

T.O.D Partners is form based on partnership business which is consisting of 5 members. Ours business serves the high quality of food and variety of beverages. This café is also providing the live band music performance to entertain the customer while they having their light meal or coffee. Our café is suitable to person who interested in music and the genre of music we have is universal. Therefore all type of range of age can come to our café. This café also provides a user friendly services and value for money with a unique relaxation spot.