



UNIVERSITI TEKNOLOGI MARA
DIPLOMA IN TOURISM MANAGEMENT

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
CHILLAX CAFE

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Executive Summary

1.0 Introduction

Chillax Café is a cyber café located in Lot 1-24&1-25, 1st floor IMAGO Shopping Mall, KK Times Square Phase 2, Jalan Coastal, 88100 Kota Kinabalu, Sabah that allows students and youngsters to have their hangout time while connecting the wifi provided and having snacks at the same time. Chillax Café serves youngsters(students) and also walk ins customer. Chillax Café also provides wifi and café services that sells desserts, buns, and soft drinks. Chillax Café is able to serve the youngsters with good customer service.

While there are many cyber café like Chillax Café, Chillax Café will excel due to its services whereas students or youngsters not only can connect to the internet through wifi or using the facilities provided in the café such as personal computers, but the youngsters can also enjoy desserts, buns, and soft drinks while surfing the internet or doing their work.

Youngsters across Kota Kinabalu have decided to use our services when they need a place to study or hangout where they can connect the internet and eat there too. Chillax Café has foreseen this opportunity to provide the finest and highest quality of cyber café to all people especially youngsters despite their gender. This has shown that Chillax Café has the caliber to be one of the most successful cyber café in Kota Kinabalu.

We, Chillax Café, saw the opportunity that this business have the potential of success. The youngsters have always needed a place to study or hangout that make them feel more comfortable and having fun at the same time. Chillax Café sees this as a way to prosper in the market by taking advantage of all these people's need.

2.0 Purpose

This business plan is prepared because to convince investors and bankers in order to raise capital and obtain support for venture. We need investors to raise fund for the purpose of company management and upgrading.

This plan also prepared so that Chillax Café will get the financing it needed in order to start the business. The loan is crucial in order to start the business, so that the presentation of this business plan is vital to gain the confident of bank.

Chillax Café has asked from Maybank for a loan up to RM65000 so that it can build itself in this business. The other RM10431 will be from the accumulated capital provided by each shareholder of this company. Each shareholder has agreed to contribute RM1490.20 each.

The financing will be used to purchase a start up assets like cyber café equipments, furniture and fittings, advertising and many more. We will get all this items from our suppliers and they agreed to provide products with the best offer ever.

We also used this business plan as a guideline to the manager in order to succeed in the business. We have set our target in order to be successful. This business plan will include company background, marketing strategy, operational plan, administrative plan, and financial plan.

Chillax Café will fully utilize all the assets so that it can maximize the profit. The profit that the company gain will be used to pay back the loan. Chillax Café is confident that we will be able to pay back the loan including the interest payment the loan had given.