



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300

DIO CAFE  
STAY NUTS IN A HEALTHY WAY

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## **TABLE OF CONTENT**

	<b>CONTENT</b>	<b>PAGE</b>
	<b>ACKNOWLEDGEMENT</b>	<b>i</b>
	<b>COVER LETTER</b>	<b>ii - iii</b>
	<b>TABLE OF CONTENT</b>	<b>1 – 4</b>
<b>1.0</b>	<b>INTRODUCTION</b>	<b>5</b>
1.1	Executive Summary	6 – 7
1.2	Vision	8
1.3	Mission	8
1.4	Motto	8
1.5	Objectives	9
1.6	Business Background	10
1.7	Business Logo	11
1.8	Partners' Background	12 – 16
1.9	Partnership Terms of Agreement	17 – 20
<b>2.0</b>	<b>ADMINISTRATION PLAN</b>	<b>21</b>
2.1	Organizational Chart	22
2.2	List of Administration Personnel	23
2.3	Schedule of Tasks & Responsibilities	24 – 26
2.4	Schedule of Remuneration	27
2.5	List of Office Equipment & Supplies	28 – 29
	2.5.1 List of Office Furniture	
	2.5.2 List of Fixture & Fittings	
	2.5.3 List of Office Equipment	
	2.5.4 List of Stationeries	
	2.5.5 Partners' Contribution	
	2.5.6 Utility Expenses	
2.6	Office Layout	30
2.7	Administration Budget	31
<b>3.0</b>	<b>MARKETING PLAN</b>	<b>32</b>
3.1	Introduction	33
3.2	Marketing Objectives	34



3.3	Product & Service Description 3.3.1 Product Mix	34 – 39
3.4	Target Market 3.4.1 Adults/Working Men & Women 3.4.2 Students/Teenagers 3.4.3 Children	40
3.5	Market Segmentation Bases 3.5.1 Geographic Segmentation 3.5.2 Demographic Segmentation 3.5.3 Psychographic Segmentation	41 – 42
3.6	Market Trend	43
3.7	Market Size	43
3.8	List of Competitors	44 – 45
3.9	Market Share	46 – 47
3.10	Sales Forecast	48 – 52
3.11	Marketing Strategies 3.11.1 Product 3.11.2 Price 3.11.3 Place 3.11.4 Promotion 3.11.4.1 Signboard 3.11.4.2 Flyers 3.11.4.3 Business Card 3.11.4.4 Banner	53 – 57
3.12	Marketing Personnel	58
3.13	Marketing Budget	58
<b>4.0</b>	<b>OPERATIONAL PLAN</b>	<b>59</b>
4.1	Introduction	60
4.2	Operational Objectives	60
4.3	Process Planning 4.3.1 Symbols Used in Process Flow Chart 4.3.2 Flow Chart for the Production of Cakes	61 – 64



## **1.1 EXECUTIVE SUMMARY**

Our business is based on partnership where it consists of five members which hold important positions in the company such as General Manager, Administrative Manager, Marketing Manager, Operational Manager and also Financial Manager. We have contributed a total of RM 100,000 as our capital, where each member contributes RM 15,000 and the remaining RM 25,000 is from Bank Islam's loan.

Dio Café unlike a typical café, we serve variety of delicious cookies, cakes and more for the Malaysian. The origin name of this company is from the Hungarian word, Dio- which means nuts. Our Café will be located at G-354, Ground Floor, 1 Borneo Hypermall, Jalan Sulaman 88450, Kota Kinabalu, Sabah. The reason we choose 1 Borneo is because it is the largest shopping complex in East Malaysia. 1Borneo Hypermall is located in an area of the fastest growing sector in Sabah. Our target market of customers is general. It may come from all income level and from different levels of age. Even children can also enjoy to buy our products.

Nuts are well known as nutritious snacks-particularly raw tree nuts, such as almonds, cashews, and walnuts which have been linked to lower cholesterol, better heart health, weight control and also a lower cancer risk. All the nuts have different nutrition and thus offer different health benefits. Unfortunately, as we go through with the changes of environment, people nowadays do not recognise the benefits of nuts. Nuts are considered as the second best option in the food world. They are often ignored in the light of being fattening despite the fact that they are super tasty and nutritious. Therefore, based on our observation and survey, we have decided to create Dio Café in order to encourage people to consume more nuts besides giving them additional general knowledge about the roles of nuts to our body. At the same time, Dio Café is full of surprises that will make it an interesting and attractive café compared to the existing café out there.



Based on the summary above, we are venturing into food industry. Dio Café has a potential of being success and can gives future economic benefits into our business if it is managed systematically. We will expect that our business will become more advance in the future because with the new invention and innovation in our nuts, the demand will increase not only during occasionally days but becomes a new daily favourite foods. We also believe that with the support of people around us, we will be able to achieve our business goal.

