



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**GRANDē**

**PREPARED BY:**

<b>NUR 'ATIKAH ARIFUDDIN</b>	<b>2006889393</b>
<b>NURUL NADIAH DARUL HISHAM</b>	<b>2006210248</b>
<b>NURUL HUDA AHMAD TAJUDDIN</b>	<b>2006433008</b>
<b>MOHD SYAFIQ AKWA MOHAMAD</b>	<b>2005720868</b>
<b>MOKHTAR</b>	
<b>NUR AMALINA RAMLAN</b>	<b>2006211134</b>

**DIPLOMA IN SCIENCE (AS 120)**

**20 APRIL 2009**

# TABLE OF CONTENT

<b><u>CONTENT</u></b>	<b><u>PAGE</u></b>
<b>BUSINESS PLAN</b>	1
• COMMISSION LETTER	2
• ACKNOWLEDGEMENT	3
• EXECUTIVE SUMMARY	4
• PARTNERSHIP AGREEMENT	5
• INTRODUCTION	7
• PURPOSE OF BUSINESS PLAN	8
• BUSINESS LOGO	9
• LOGO EXPLANATION	10
• VISION, MISSION & OBJECTIVES	11
• COMPANY BACKGROUND	13
• CAPITAL CONTRIBUTION	15
• PARTNERS BACKGROUND	16
• LOCATION OF BUSINESS	21
• APPENDIX	22
<b>MARKETING PLAN</b>	23
• INTRODUCTION	24
• DEFINITION	25
• OBJECTIVES	27
• PRODUCTS AND SERVICES DESCRIPTION	28
• TARGET MARKET	29
• MARKET SIZE	31
• MARKET SHARE	33
• MAIN COMPETITORS	37
• SALES FORECAST	39
• MARKETING STRATEGIES	44
• BUSINESS CARD	49
• BROCHURES / PAMPHLET	50
• MARKETING BUDGET	51



grandé coffee  
Lot 19, Section 51,  
Kuching Town Land District,  
93400 Kuching,  
Sarawak.

Mr. Ahmad Faisal bin Mahdi  
ETR 300 Lecturer,  
UiTM Samarahan,  
94300 Kota Samarahan,  
Sarawak.

Sir,

Re : Handout of Business Plan

As stated above, I, Nur 'Atiqah Arifuddin , as the General Manager of grandé coffee and also the representative for my fellow team members, would like to submit our Business Plan to you for reviewing.

2. It is hoped that the enclosed Business Plan can strengthen the base for our financial backing and support. Any information related to the business can be found in the Business Plan that we have include together with this letter.

We would be glad if you wish to have us present our Business Plan for better understanding. All your attention and support towards our Business Plan is greatly appreciated.

Thank You.

Yours sincerely,

\_\_\_\_\_  
(NUR 'ATIQA ARIFUDDIN)

General Manager of grandé coffee





## EXECUTIVE SUMMARY

A **coffeehouse** is an establishment which primarily serves prepared coffee or other hot beverages. It shares some of the characteristics of a bar, and some of the characteristics of a restaurant, but it is different from a cafeteria. As the name suggests, coffeehouses focus on providing coffee as well as light snacks. This differs from a **café**, which is an informal restaurant, offering a range of hot meals, and possibly being licensed to serve alcohol.

From a cultural standpoint, coffeehouses largely serve as centres of social interaction: the coffeehouse provides social members with a place to congregate, talk, write, read, entertain one another, or pass the time, whether individually or in small groups of 2 or 3.

There are criteria and conditions that have to be fulfilled which require the involvement of effort and precision of giving our services and products. Without such conditions, the business cannot run properly and organizational goals will not be achieved. This is vital in order to become number one in the coffeehouse business.

Firstly, the organization has to attain a business or trade license from the related authorities. The organization must be registered and recognized by the particular departments of government such as Health District Affairs on the regulation of how to operate the business.

Secondly, the needs and demands of the customers are to be recognised in order to satisfy them. This can be achieved by providing good services and products and different from all other coffeehouses as customers sometimes demand for something new than what they used to have. When these requirements are fulfilled, the organization then can maximize the profits from the business and increase the number of customers.

Thirdly, all the machineries, equipments and materials will be checked and re-checked to ensure operations run smoothly and efficiently in terms of cost. This is important not just for the purpose of gaining customers, but also in order to sustain the trust and the existing numbers of customers. It is their right according to the law to buy and purchases quality products from the providers, and to be treated in a proper way.

Fourthly, in order to run an organization, a sufficient amount of human resources is needed in order to produce high quality food and drinks and maintaining the main workplace in the long run. The workers must have good communication skill, have a wide knowledge in coffee and for the barista especially, to have good handwork job in art so that they can always give variation in both food and drink preparation. All these necessities are required in order to produce good quality of services and are on par with customers' expectation.

The stated conditions need to be prepared beforehand before starting the business. All the major aspects of planning have to be considered in order to ensure proper management of the business so that goals of the organization can be achieved.



## PURPOSE OF THE BUSINESS PLAN

The Business Plan is prepared for various reasons. Among the main reasons are:

- 1. To allow entrepreneurs to view and evaluate the proposed business venture in an objective, critical and practical matter.**

By using the Plan, entrepreneurs will have strong and well-grounded information to supplement the planning as well as the decision-making process. This way, grandé has more realistic Plan.

- 2. To analyze and evaluate the capability of a proposed business venture.**

A Plan can be used to determine the usefulness and capability of a proposed business venture. The information gathering and analysis that is done as part of preparing the Business Plan can give an early indication as to the capability of a project. Thus, the entrepreneurs can make a better judgement before investing in the proposed business.

- 3. To convince relevant parties of the investment potential of the project.**

The Plan can also be used as a communication tool to convince potential investors of the viability of a proposed venture. The availability of a Plan will boost the confidence of interested parties to finance the cost of the venture. Potential investors may include financial institutions, private investors, suppliers and also government agencies.

- 4. As a guideline for business management.**

The Plan can further be used as a guide for managing the proposed venture. In preparing it, the entrepreneurs have laid down the plans and strategies for running the venture. When it becomes reality, the plans and strategies that have been said earlier will be an important benchmarks that will help the entrepreneurs measure his process.

- 5. To allocate business resources effectively**

Usually, small businesses have limited resources. Thus, these resources needed to be allocated effectively so as to avoid unnecessary wastage and to ensure the optimum returns on investments. The Plan can help with the planning, distribution, and monitoring of the resources.