

UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES



UITM

BUBBLE G-TEA BUSINESS PROPOSAL

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ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP

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TABLE OF CONTENT

INTRODUCTION

- 1.0 Executive Summary
 - 1.1 Purpose of the Business Plan
 - 1.2 Company Background
 - 1.3 Background of shareholders
- 2.0 Administration Plan
 - 2.1 Organization Chart
 - 2.2 List of Administrative Personnel
 - 2.3 Schedule of Tasks and Responsibilities
 - 2.4 Schedule of Remuneration
 - 2.5 List of Office Equipment and Supplies
 - 2.6 Administration Budget
- 3.0 Marketing Plan
 - 3.1 Product
 - 3.2 Target Market
 - 3.3 Market Size
 - 3.4 Competition
 - 3.5 Market Share
 - 3.6 Sales Forecast
 - 3.7 Marketing Strategies
 - 3.8 Marketing Budget
- 4.0 Operation Plan
 - 4.1 Operation Process
 - 4.2 Flowchart
 - 4.3 Material Requirement
 - 4.4 List of Machines and Equipment
 - 4.5 Layout Plan
 - 4.6 Operations Overhead
 - 4.7 Operations Budget
- 5.0 Financial Plan
 - 5.1 Project Implementation Cost
 - 5.2 Sources of Financing
 - 5.3 Table of Depreciation
 - 5.4 Loan Amortization Schedule
 - 5.5 Hire Purchase Repayment Scheme
 - 5.6 Cash Flow Proforma
 - 5.7 Profit & Loss Proforma
 - 5.8 Balance Sheet Proforma



1.0 EXECUTIVE SUMMARY

This business is based on partnership where it consist of three (3) members which hold important positions in the company such as general manager, Administration manager, and Marketing manager. The business capital is amounted to RM 100, 000 where the total contribution of each member is Rm 50,000 where the total contribution of each member is Rm 35,000 and the rest Rm 15,000 is from Maybank's loan.

We came up with the idea, because all of our members drink green tea. We want to introduce the drink to a place where it has not been introduced yet. Our product is amazing because it is a cold and refreshing drink that will fight off the hot Kota Kinabalu. Malaysia is hot all year round, having an average of 35 celcius. Therefore, we see potential that our business will succeed in Kota Kinabalu because the drink will refresh people from the heat.

We want to make our customers feel happy and satisfy when they drink our green tea. That is why we came up with the idea that they get to pick whatever they want to put in tea. We have different flavors and toppings. Since we're introducing our product to Sabahan and they have no idea what it is, we have familiar flavors that they can get. We're going make the popular drinks in Kota Kinabalu into a bubble tea. Our product is affordable and worth.

Our Product & Our Customers We know about the many different types of green tea, flavor, and types of drinks (slush, smoothie, etc.) available in the market. One of the most important things in business is that your customers should love what you're selling and to make sure that their money is worth what they're buying. In order to do that and make our customers happy about our business, we decided to let our customers pick whatever they want to put to their drink. So we thought of this nice ordering process to order their drink. The process is pretty simple. First, they need to pick of their base like fresh tea, milk tea, coffee, fresh milk and smoothies and then they'll choose if they want it cold or not, except for the smoothie. Second, they'll choose whatever flavor they want. Third, they'll choose a topping(s) like boba, pudding, and jellies, if they want to. Last but not the least is they get to choose how sweet they want their bubble tea is.

We are planning to buy the bubble tea and flavors, and advancing with our own ingredients later on in the process. The bubble tea will have unique flavors (cofee, strawberry, chocolate, etc) and other drinks such as milk tea and thai-iced tea as well. Beside just Asian

"Pleasure To Your Taste Bud"



drinks, our store will also include soy bean milk (a milky drink that is gaining popularity in many countries). By including drinks already popular with the culture, we can build a steady base with Sabahan who love soy bean milk. Hopefully by this method, they will open up to the bubble drinks we have to offer. We want to first attract customers who we guarantee will support our business. I believe that our unique benefit is introducing foreign drinks into Kota Kinabalu. This will give to the local people opportunities to try drinks they have never tasted before.



"Pleasure To Your Taste Bud."



1.1 PURPOSE OF THE BUSINESS PLAN

1. The entrepreneurs (Bubble G-tea) management)

To gain better understanding in the objectives of the business and guide the entrepreneur to view and evaluate the proposed business venture in deeper value of objective, critical and also practical manner.

2. Financial Institutions

Assist and help the financial institutions to evaluate the capability of the proposed project and provide load for the idea for the business. Financial institution involved in this business project is MaybankBerhad.

3. Suppliers

Help to convince suppliers of the viability of our business venture thus benefiting both the suppliers and our company in the long-term business arrangement.

4. Company Employees

Help employees to understand the business's goals and objectives and give a guideline to them regarding their job duties and responsibilities and made the work more innovatively.

5. Customers

Persuade and influence our customers regarding the product of the food and beverage that have being offer and gives assurance and confidence to them to have business with us by buying the product at our café.