



UNIVERSITY TEKNOLOGI MARA

ENT300
FOUNDMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN PROPOSAL
"BORRACHO CAFÉ"

PREPARED BY:

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1. INTRODUCTION

1.1 Executive Summary

Borracho café will offer serving food and beverages from our local area which is Sabah that well known by people around the world. It located in Gaya Street which is near with the main shopping area such as Suria Sabah and Wisma Merdeka. Our strategy is to develop our café as the most visited café for local foods and beverages and being main choice for the tourist to learn about Sabah.

Our underway we will expand our scope and take advantage of high-margin new foods and beverages sales and leverage our existing labor force to promote and service those products. Within a year we intend to create the area's premier destination for tourist.

Borracho café will be located in Gaya Street, kota kinabalu a location that attract the tourist every time there have festive market as known as "tamu" every weekend. The owner of this café Rino Binsoning has experience in logistic industry for two years, aslo the general manager of the business manager to use his skill to ensure the local taste can be reached easily for the tourist that visited the café.

Due to somewhat seasonal nature of business, part-time employees will be hired to handle spikes in demand. Those employees will be attracted through competitive wages as well as discounts on the products.

The business is located in Kota Kinabalu which will face some competitors such as ZenQ Dessert, Fong IP Cafe Gaya St and Peppermint restaurant. Our competitor competitive advantage will be the location and their there are established early than our café. Our location is one of the key disadvantages which are crowded during peak hours. But we are more effective in pricing strategies which we are providing much lower price than the competitors.

1.2 Business Plan Purpose

Our business purpose is to promoting traditional foods and cultural to tourist or traveller from outside of our country. We also want to maintain the traditional cultural around our country beside to promoting our traditional foods and cultural all around the world. Other from that, our business also to let local people know about the local foods and cultural in Sabah since there is around 25 ethnic in Sabah in additional to gain profit in our Company.

This business plan is also being drafted so that our company will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

Borracho Café has asked from Bank Simpanan Malaysia for a loan up to RM 50,000 so that it can build itself in this business. The other RM 50,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 10,000.

The financing will be used to purchase startup assets like shop lot, store front and artwork, furniture and fittings, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. Borracho Café has to have good and excellent services to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

In other to pay the loan back including the interest payment in the loan given, our company will try to fully utilize the entire asset so that we can maximize our profit and also to continue operation until success in the market.

1.3 Company Background

Name of company : Borracho Café.

Address : Lot 122, Ground Floor, Jalan Gaya Street,
KotaKinabalu, 88000, Sabah,
Malaysia

Telephone number : 088-897668

Fax number : 088-887998

Email : Borracho.Cafe@yahoo.com

Form of Business : Partnership

Main activity : Serving Foods and Beverages

Date of Registration : 30 November 2016

No. of Registration : M0923345-D

Date of Commencement : 1 January 2016

Initial Capital : RM 50,000 (own)
RM 52,000 (loan)

Name of Bank : Bank Simpanan Nasional