



الجامعة  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT300

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## **HENNA CAFÉ - BUSINESS PLAN**

### **1.1 EXECUTIVE SUMMARY**

Henna Café (HC) is Start-up service of making artificial art using henna on our product such as souvenir, and also fabric product. Other than that we are provide the services to make a henna for a customers and we also have provide a drinks, foods and desserts. Retail establish located in Alamesra, Sepanggar. Henna Café expect to catch the interest of regular loyal customer of youngster where they are lot of Education centre in this place. The Partnership plan to build a strong market position in the town, due to partners' experience and mild competitive climate in the area.

Henna Café aims to offer its services at a competitive price to meet the demand of middle to higher income local market area residents and tourists. This product is choose base on customer's desire, but in the first business we only provide henna art to the customer. To reduce the boredomness of customers, we introducing another two types of business, which is the café itself and a fabric product and souvenirs.

It's the aim of Henna café to give efficient service to our customer and also to treat our customer with care. Our café will provide drinks which consists of cold and hot drinks. The fabric product and souvenirs we're selling will be base on the henna arts. This will give satisfaction towards the customers as henna arts is different from any arts.

The location of Henna Café is strategic, it is located at Alamesra and it is easy to find. Customers can search for us on media social as facebook, Instagram and etc. the location of the café will be provided from Google maps.

Our packaging is based on our own style. The style is includes of henna arts. What find interesting is, henna café is welcome all race and religion people, as it can be used for most person. This will bring them satisfaction, happiness and joy with the service of various types of business in one place.