



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
MALAY-PARK CAFE

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1.1 EXECUTIVE SUMMARY

The business oriented café in our country is getting wide and become famous in few place. Because of that reason, our company will venture this type of business in Kota Kinabalu with our different specialties from other café. The name of our company is Malay-Park Café which is we want to represent the role of Malay people which is Malay people also can become an entrepreneur. Other than that, the idea of Malay-Park Café is actually to introduce the public about the business that we run with such different concept and unique services. The name 'Malay-Park' is actually refer to us all as the Malay Entrepreneur who run this business to create awareness to the public that this business is surely "halal" and need no hesitation, and at the same time, 'Malay-Park' have as much as similar sound of 'Melepak' which means chill.

Our café is not only for serve people with variety of food and beverages, but also act to eliminate boredom of people while waiting for traffic congestion. We want something different with other café which is our café provide some traditional Malay food such as curry puff with different taste and many more. Some people want something different or new, so we believe our business can attract people in in Kota Kinabalu especially people who caught in traffic congestion. The markets for this business keep increase due to the number of population change from time to time and we also tend to fulfill the demand as well.

Malay-Park Café will locate at Jalan Tuaran Bypass, Kota Kinabalu Sabah. This area is strategic because the road quite busy at the morning and evening. People go to work at morning and going back to home at the evening, so this road quite busy at this time. Other than that, it gives us advantages to establish our business here because this road might have traffic congestion at the early morning and evening so we want to help others who have not had time to enjoy breakfast and eliminate boredom of people while waiting for traffic congestion. Plus, there is no other café that open at this area so it could give us opportunity to run this business here. The target market for our business will be totally for working people, resident, student and public because there is few education center and people who live on that area.

1.2 PURPOSE

There is several purpose of Malay-Park Cafe for preparing business plan which are:

1. To serve people with variety of food and beverages when they are in hurry going to work.
2. To help others who have not had time to enjoy breakfast.
3. To eliminate boredom of people while waiting for traffic congestion.
4. To fulfill the market demand.
5. To evaluate the ability of this business.
6. To utilize all the resources more effectively.
7. To fulfill the requirement of ENT 300.