



FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

LA' VEGAN CAFÉ

"GOOD FOOD, GOOD TIME, GOOD CHEERS"

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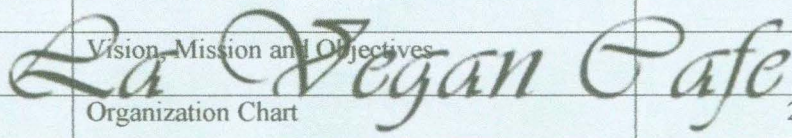
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TABLE OF CONTENT

	CONTENT	PAGE
	ACKNOWLEDGEMENT	I
	COVER LETTERS	II - III
	TABLE OF CONTENT	IV - VI
1.0	INTRODUCTION	
1.1	Executive Summary	4
1.2	Vision	5
1.3	Mission	5
1.4	Tagline	5
1.5	Objectives	6
1.6	Business Background	7
1.7	Logo	8
1.8	Partners' Background	9-13
1.9	Partnership Term of Agreement	14-17
2.0	ADMINISTRATION PLAN	
2.1	Introduction of administration	18
2.2	Vision, Mission and Objectives	19
2.3	Organization Chart	20 – 21
2.4	List of Administration Personnel	22
2.5	Schedule of Task and Responsibilities	23 – 24
2.6	Schedule of Remuneration	25
2.7	List of Office Equipment and Suppliers	26 – 27
2.8	Administration Budget	28
2.9	Office Layout	29





3.0	MARKETING PLAN	
3.1	Introduction	30
3.2	Marketing Plan	30
3.3	Profile of Services	31 – 33
3.4	Target Market	34 – 35
3.5	Market Trend	36
3.6	Market Size	36
3.7	List of Competitors	37
3.8	Market Store	38 – 39
3.9	Sales Forecast	40 – 43
3.10	Marketing Strategies	44 – 47
3.11	Marketing Personnel	48
3.12	Marketing Budget	48
4.0	OPERATING PLAN	
4.1	Introduction of Operating	49
4.2	Objectives	50
4.3	Process Planning	51 – 53
4.4	Production Planning	54 – 55
4.5	Material Planning	56 – 59
4.6	Machine and Equipment Planning	60
4.7	Manpower Planning	61
4.8	Overhead Requirement	62
4.9	Business and Operation Hours	63
4.10	License, Permit and Regulation	63
4.11	Operation Layout	64
4.12	Operating Budget	65





4.13	Implementation Schedule	66
5.0	FINANCIAL PLAN	
5.1	Administration Budget	67
5.2	Marketing Budget	68
5.3	Operating Budget	69
5.4	Projected Sales and Purchases	70
5.5	Collection for Sales and Payment for Purchases	71
5.6	Depreciation Schedules	72 – 73
5.7	Increase in working capital	74
5.8	Ending Stock of Raw Materials and Finished Goods	74
5.9	Terms of Loan and Hire Purchases	74
5.10	Project Implementation Cost and Sources of Finance	75
5.11	Pro – Forma Cash Flow Statement	76
5.12	Pro – Forma Income Statement	77
5.13	Pro – Forma Balance Sheet	78
5.14	Financial Ratio Analysis	79
5.15	Graph	80 – 84
6.0	APPENDICES	

La Vegan Cafe



1.1 EXECUTIVE SUMMARY

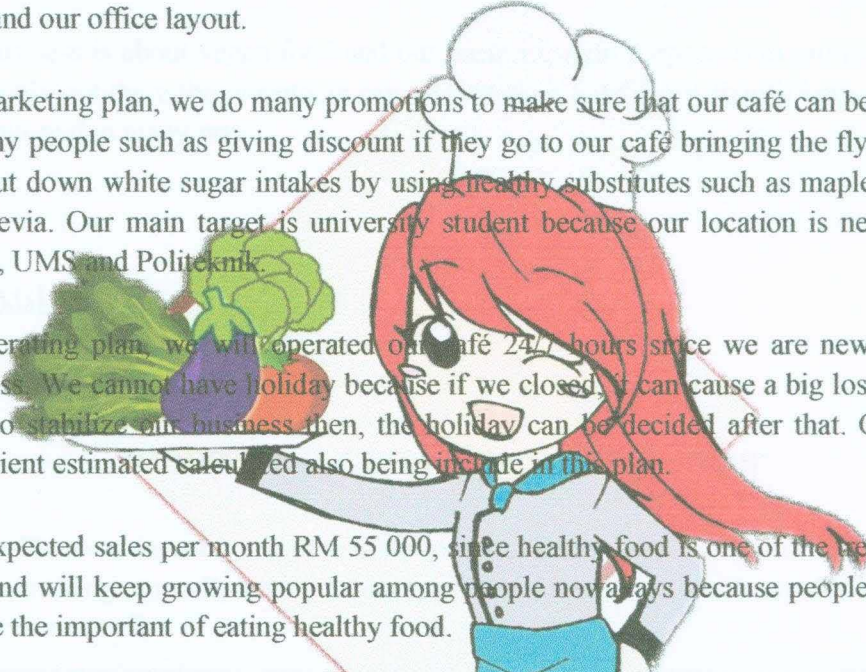
Our business is about vegan food which is not so common in Sabah. Our uniqueness is mostly our vegetables is organic and we not using any MSG, a flavour enhancer, which is most of restaurant nowadays is using it.

In administration plan, we really focused on what our vision, mission and objectives why we opening vegan café. The administration plan also included our organization chart and our office layout.

For marketing plan, we do many promotions to make sure that our café can be known to many people such as giving discount if they go to our café bringing the flyers. We also cut down white sugar intakes by using healthy substitutes such as maple syrups and stevia. Our main target is university student because our location is near from UiTM, UMS and Politeknik.

At operating plan, we will operated our café 24/7 hours since we are new in this business. We cannot have holiday because if we closed, it can cause a big losses. We need to stabilize our business then, the holiday can be decided after that. Our raw ingredient estimated calculated also being include in this plan.

Our expected sales per month RM 55 000, since healthy food is one of the trend right now and will keep growing popular among people nowadays because people start to realize the important of eating healthy food.



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