



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**NAME OF COMPANY**

Les Patisseries Cafe

**TYPE OF BUSINESS**

Pastry Cafe

**PREPARED BY**

**FACULTY & PROGRAMME :**

DIPLOMA IN APPLIED SCIENCE (AS120)

**SEMESTER :**

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## **EXECUTIVE SUMMARY**

Les Patisseries Café is a café that sell French style pastries located at Jalan Tunku Abdul Rahman, Kuching. It is equally owned and managed by three partners, Annatasia, Xelarine and Florina. Our café is only open for breakfast until tea time which is 7am to 7pm as we only provide pastry, coffee and chocolate drinks.

Les Patisseries Café has been inspired by Starbucks coffeehouse. Starbucks, the major chains serve average quality drinks in establishments that have the same generic design appearance. Indeed, Starbucks is often referred to as "fast food" coffeehouse due to their cookie cutter design. This specialty-coffee business is growing at a healthy pace. Starbuck has become a world famous coffeehouse. Therefore, we decided to create new trend by selling variety types of French pastries in Kuching.

Les Patisseries Café will hold true to it's vision of being a new concept with an old fashioned feel in order to become a favourite spot for Kuching natives. As reported, the leader in money spent in restaurants, Kuching Town is an optimal location for launching a new cafe concept. Les Patisseries Café also hopes to become a destination for the thousands of tourists, both Malaysian and foreign, who visit Kuching, Sarawak every year.

Based on the market watch report 2016, the Malaysia bakery industry is a very dynamic and fast moving industry with an estimated total of thousands of baked goods suppliers in the country. Kuching is considered by many to be one of the food havens in Malaysia. Over the year, we have seen the food and beverage (F&B) industry growing steadily. From what we observed and gathered that being one of the pioneers in the food and beverage industry(F&B), the Les Patisseries Café will still room for growth as there are still many townships and areas that have not been covered yet.

By creating a new niche in the café industry, Les Patisseries Café will increase sales by more than RM50,000 over three years. Through a philosophy of "nothing but the best" regarding both product and service, our business will establish itself as an exceptional patisseries cafe in Kuching. We also will gain a competitive advantage in take out and catered desserts.

## **2.1 INTRODUCTION TO ADMINISTRATION PLAN**

Administration planning is a vital aspect in each organization for expanding business activity and accomplishing a goal. Through administration planning, all of the strategies and problems affecting the organization can easily be recognized before running the business.

With the systematic system, we can prepare the structure on how to run the business effectively. By preparing the plan on how to manage the business or listing the mission, vision and objectives of the company, all of the people who work in the company will do their tasks to ensure the company operate well. The positions and responsibilities had been given to the shareholders according to their educational background, skills and abilities.

We have prepared a systematic administration system to stabilize our business in the future which include the position and responsibilities of the workers, administration budget and the strategies of the company.

## **2.2 ORGANIZATION MISSION AND VISION**

### **VISION**

Our vision is to establish Les Patisseries Café as the premier purveyor of the finest patisseries in Kuching town while maintaining our compromising principles while we grow.

### **MISSION**

1. To embody the meaning of hospitality through a strong and reliable staff.
2. To offer our community wholesome foods that are satisfying, great tasting and worth every penny.
3. To have this business comfortably support our employee family in all ways possible.
4. To maintain positive balance in our lives so that the business rounds us out and reflects our values.

### **OBJECTIVE**

Our objectives is to inspire others in our community to make this world a better place and to pursue excellence and creativity in everything we do.