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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN



Prepared By

Faculty & Programme : Diploma in Applied Science (AS120)

Class : A4AS1205D

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Submission Date: 24/1/2021

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Executive Summary

A business plan is a written document that describes in details the proposed business or project. Business plan acts as a guideline for people who want to start operating a business. Business plan defines the business objectives and how it is to go about achieving its goals. A business plan lays out a written roadmap for the firm from marketing, financial, and operational standpoints. Business plan also known as a working paper, business proposal or project paper. Business plans are important documents that can be used to attract investment before a company has established a proven track record. They are also a good way for companies to keep themselves on target going forward.

For this project, we had decided to create business in the food and beverages industry. The business that we had chosen is café. Rich and Pour Café is a full-service café. The cafe section of Rich and Pour features a coffeehouse with a dessert bar, magazines and space for relaxation. As stated before, the café offers a wide variety of foods and drinks to choose from. We serve foods such as donuts, French toast, bagels and more accompanied with drinks such as tea and coffee. Rich and Pour also provides a fast and efficient service that will be worth the time and money of the buyers. For the target market, our business is focusing on working people, teenagers and young adults. Therefore, we decided to choose a strategic location which is at Bukit Baldwin, Tapah. This location is chosen because there's a low amount of café around this area. Since it is located at business area, therefore it is the most strategic area to start our business as the population in this area is large.

Since foods and beverages are quite common business type, we focus on trying different target market and using well planned marketing to make sure that our café stands out. With our unique interior design, wide range of menu and also affordable price, we have the edge in attracting consumer with help of promotion. Since we are operating the form of this business as a partnership, all net profits and losses are to be divided equally among ourselves. The sale forecast for the first year is RM368,577. In order to collect information about our business, we did lot of online research about this industry.

Business Descriptions

Name of Company: Rich and Pour

Factor in Selecting the Proposed Business:

- Easy to attract customers
- Generate income
- Needed by the area

2.1 Company Background

Name of Organization	Rich and Pour Café
Business Address	Jalan Baldwin 3, Bukit Baldwin Business Center, 35000 Tapah, Perak
Website	www.RichandPour.com
Email Address	Richandpour130@gmail.com
Telephone Number	017 555 508
Form of Business	Café and Restaurant
Main Activities	On-Site Service
Date of Commencement	10 January 2020
Date of Registration	10 December 2019
Name of Bank	Bank Islam
Bank Account Number	2812227823383