



اَوْبُوْ سَيِّدِيْ تَيْكُوْلُوْ كِيْ مَارَا  
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TEKNOLOGI  
MARA

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**ASSIGNMENT TITLE**

BUSINESS PROPOSAL

**BUSINESS NAME**

ÉLLORA CAFÉ

**GROUP**

BA111 5C

**PREPARED BY**

MUHAMMAD SYAHMI BIN MOHAMAD RIDUAN	2018287214
ARIF AZMIN BIN AZHAR	2018215426
NURUL IZZATI BINTI DZULKARNAIN	2018246688
NUR FATIN IZZATI BINTI NURULABIDIN	2018255816

**PREPARED FOR**

SIR MOHD AZLAN BIN ABD MAJID

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## 1.1 EXECUTIVE SUMMARY

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Éllora Cafe is a small business offering a wide range of drinks and food suitable for everyone who loves coffee and has a sweet tooth. We chose Éllora for our cafe because of its uniqueness and can easily be recognized by other people. Éllora Cafe has been established on 3 January 2019 with a joint venture from four members with different skills in their fields like financing, marketing, managing the business, and more. We believe that our expertise can surely help us achieve our goals.

Our business is located at LAB 27- A Ardence Labs, Persiaran Setia Alam, Eco Ardence, 40170, Shah Alam, Selangor. Our competitors are Hinata café, BUCOLIC café & catering, Mich'sology, and HEMMA Kafé. All of them have their own attraction. Nevertheless, we believe that our cafe can compete with them healthily because our product has its own special features that make it different from other cafes.

We expected our business will be more thrive and grow in the future and can meet the main objectives of the establishment of this cafe which are making Éllora Cafe an aesthetic place to chill and relax where customers can find serenity while enjoying our nourishments and brews. Besides, we hope that our place can be a perfect place for cake lovers, also an eatery where there is no disturbance from noises outside the area.