



FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

PREPARED BY:

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TITLE: THE U-LAIFE CAFE BUSINESS PLANNING

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1.0 EXECUTIVE SUMMARY

U-LAIFE cafe is a place where we sells buns, desserts and coffee and its a combination of cafe and bakery. It is located in UiTM Kota Samarahan, Campus 2. Our goal is to provide the students of UiTM with freshly brewed coffee and various types of desserts that they can choose from through their heart desire.

Our cafe's mission is to be UiTM's students first choice. For a while, students of UiTM had to go to Summer Mall whenever they're craving for coffee but with the existence of our cafe, we will become their first choice when they think of coffee. Meanwhile, the vision of our cafe is to sell affordable coffee and desserts which everyone can enjoy. We sells coffee and desserts with low prices so that every student can still satisfy their craving and does not need to worry about spending too much.

U-LAIFE cafe uses raw material that is high in quality but also affordable for us to purchase. Using a high quality raw material will make our own brewed coffee tastes at its best and we also get the supplies of our desserts from Mentega Keju, a bakery in Kota Samarahan that is famous for its delicious and beautiful delicacies.

There are 5 partners that is responsible for the management of U-LAIFE cafe. The General Manager; Nurul Izzah has the skills of fluent in english and she also has the experience of managing a business beforehand. The Marketing Manager; Nur Azlin has the ability to handle customers well with her confidence. The Administrative Manager; Nurhaliza Jamal has the skills of mastering coffee arts and she is the one responsible in teaching the employees on how to make coffees. The Operational Manager; Nur Ernaniza has skills in culinary and good communication skills. Last but not least, The Financial Manager of U-LAIFE cafe; Nur Fatin Qirana has the skills of expert in financial business and she also has the experience of working as an accountant at De'Puncak Company.

Our target market is the students of UiTM and also the staff and the parents. Our sales forecast is RM249,000 yearly. Meanwhile our sales forecast for a month is RM20,800. Our cafe is promoted through the social media like instagram, banners, flyers and we can also be contacted through Whatsapp and our cafe's official office number.

ACKNOWLEDGEMENT

First off, we would like to express our gratitude to our lecturer of ENT300, Madam Siti Mardinah who has been giving us advices regarding our business planning. Thank you for being understanding whenever we ask too much questions and we are forever grateful to her for answering our questions whenever we're having difficulties in writing this business planning.

We would also like to personally thank each and every group members for their hard works. Those sleepless night just so we can provide the best content to our lecturer and the word of supports each one of them has said make this business planning becomes something that we enjoyed doing.

Special thanks to those who has been involved directly or indirectly in making this business planning, your contribution to our project will be remembered no matter how big or small it is. Through the information that was given to us, you has become a part of the business planning as well. For that, we thank you.

Last but not least, a huge thank you to our beloved family, who has been with us since the beginning until the end, giving us the moral support that we needed and for being so understanding when we're working on our business planning.

Thank you very much for all your contributions to this business planning.

PARTNERSHIP AGREEMENT

The partnership agreement letter has been made between the shareholders.

Below are the terms, conditions and agreement that will be applied:

- a) The name of the company is **U-LAIFE CAFE**.
- b) The location of the business will be in **UiTM Kampus Samarahan 2**.
- c) The partnership's existence shall commence on **1st January 2020** and it shall continue until dissolved either by mutual agreement or by operation of law.
- d) On the last day of every month, the partners shall determine the net profit and loss of the partnership and the same shall be divided in the same proportions as contributions to capital. The partners, may by majority vote, agree to distribute any surplus or may allocate surplus to the capital account of each partner.
- e) This partnership shall be terminated upon the death, bankruptcy or incompetency of any partner unless the remaining partners agreed on continuing the business of the partnership.
- f) The parties will attempt to resolve any dispute arising out of or relating to the Partnership or this agreement through friendly negotiations amongst the parties. If the matter is not resolved through negotiations, the parties will resolve the dispute by following the Alternative Dispute Resolution (ADR) procedure.

Each of the terms, agreements and conditions has been discussed thoroughly. All these are understood and agreed by: