



اُنِيُوَرْسِيْتِي تِيكْنُولُوْجِي مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

(TasTiyBar Cafe)

(FOOD AND BEVERAGES)

PREPARED BY :

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDY

(AM110 4A)

GROUP MEMBERS :

NAME	STUDENT ID
DAYANGKU FATIN NASUHA BT SUBHI	2017256008
SITI NUR HIDAYAH BT MUCHA	2017256234
PUTRI NURSYAHIRAH BT S.SUHAIMI	2017255898
ANGELINE ARMIZA ANAK KASIN	2017205822
MADELYNE JUNI	2017256274

Prepared For :

MDM SITI MARDINAH BT ABDUL HAMID

Submission Date :

21<sup>ST</sup> MAY 2019

## TABLE OF CONTENTS

NO	CONTENT	PAGE
1.	<b>1.0 Executive Summary</b>	<b>1</b>
2.	<b>2.0 Introduction</b>	<b>2-4</b>
3.	<b>3.0 Purpose of the Business Plan</b>	<b>5</b>
4.	<b>4.0 Company Background</b>	<b>6</b>
	<b>5.0 Partners Background</b>	
	5.1 General Manager	
	5.2 Financial Manager	
5.	5.3 Administration Manager	7-11
	5.4 Marketing Manager	
	5.5 Operational Manager	
	5.6 Financial Manager	
	<b>6.0 Administrative Plan</b>	<b>12</b>
	6.1 Business Vission, Mission and Objectives	
	6.2 Organizational Chart	
	6.3 List of Administrative Personnel	
6.	6.4 Schedule of Task and Responsibilities	
	6.5 Schedule of Remuneration	
	6.6 List of Office Furniture and Fittings Supplies	
	6.7 Administrative Budget	
7.	<b>7.0 Marketing Plan</b>	<b>22</b>

Diploma of Public Administration (Am110)  
Faculty of Administrative Science and Policy Studies  
University of Technology MARA Campus 2  
94300 Kota Samarahan, Sarawak

---

Madam Siti Mardinah Binti Abdul Hamid  
Lecturer of Fundamental of Entrepreneurship (ENT300)  
University of Technology MARA Campus 2  
94300 Kota Samarahan, Sarawak

21<sup>th</sup> May 2019

Madam,

**Submission of the Business Plan (ENT300)**

According to the title above, we would like to submit our business plan on the name of TasTiyBar Cafe.

2. This report consists of important components and aspect that have been taking into consideration from the beginning of the business plan. It also includes our business profile, structure administrator, financial, marketing, and operation aspect plus all other information regarding the business plan. Below is the list of the group members that involved in completing the business plan:

1. SITI NUR HIDAYAH BINTI MUCHA (2017256234)
2. ANGELINE ARMIZA ANAK KASIN (2017205822)
3. DAYANGKU FATIN NASUHA BINTI SUBH (2017256008)
4. MADELYNE JUNI (2017256274)
5. PUTRI NURSYAHIRAH BINTI S.SUHAIMI (2017255898)

Thank You,  
Sincerely,

.....  
(SITI NUR HIDAYAH BINTI MUCHA)  
General Manager

## **EXECUTIVE SUMMARY**

TasTiyBar Café produce variety types of Roti Canai Goreng for the customers such as Roti Canai Goreng Telur, Roti Canai Goreng Beef, Roti Canai Goreng Sardines, Roti Canai Goreng Ayam and Roti Canai Goreng Cheese that served with two type of sauces which is curry sauce and homemade shrimp sauce. Our priorities for our company are customers' satisfaction and the quality of products that we use in produce our Roti Canai Goreng.

Our target customer is more to student and residences in Samarahan as our location at residence area and universities such as UNIMAS and UiTM. Our products are suitable for any ages whether from children to adults in the location. Meanwhile our price of the products also affordable for our customers especially for UiTM and UNIMAS students.

There are lot of competitors for our business location such as local food stall, fast food companies and café shop around that area. To be acknowledge by the customers, we use 4P strategies which is promotion, product, price and place strategy. We sure that by using this 4P strategies, we can gain our products profit like we planned before and compete with other competitors.

TasTiyBar Cafe management consists 5 roles of manager which are general manager, administration manager, marketing manager, financial manager and operational manager. For our general manager, it leads by Siti Nur Hidayah meanwhile administration manager leads by Angeline Armiza. Marketing manager, it leads by Dayangku Fatin Nasuha. Operational manager leads by Madelyne and for our financial manager lead by Putri Nursyahirah. Each of us have our experiences based on our position and with the experiences that we have, we can achieve our company vision which is we want to become one of the Roti Canai Goreng's seller in Malaysia that sells a variety types of Roti Canai Goreng especially in Sarawak.

We hope that with all the commitment we have from each member, we can achieve our company mission which is to bring innovation of Roti Canai Goreng to all people in Malaysia especially in Sarawak.

## **INTRODUCTION**

### **NAME OF BUSINESS**

The name of our business is TasTiyBar Café. The reason of why we choose this name is because we sell Roti Canai Goreng. "TasTiyBar" refers to the delicious of Roti Canai that we sell with various type of flavour. Customer can choose any flavour they want that we already provide. Our business consist in the form of partnership which is consist of five member which are Miss Hidayah, Miss Angeline, Miss Nasuha, Miss Madelyne and Miss Putri.

### **NATURE OF BUSINESS**

We found that our business has the potential of success as we are the only company that sell Roti Canai Goreng. Other than that, we believe that we can achieve our success because our Roti Canai Goreng can attract people to try new thing. We provide and sell roti canai with unique flavour and we made it with different procedure. We focused on making it with fried based. Besides, in Sarawak they only sale simple and same kind of roti canai. This will make the customer curious of how the taste of Roti Canai Goreng since we make it with fried based different from others business. We are trying to attract family and workers to drop by at our cafe as our café are affordable plus they also can control their budgets especially in the middle of months.

### **INDUSTRY PROFILE**

Roti canai is a favourite food in Malaysia. It is consumed as food morning, noon, evening and night. Roti canai is usually served with curry sauce or gravy dal. The main ingredient to make roti canai is flour. In other versions, the word canai this come from the name of the city of Chennai, India because many of the makers of roti canai is derived from there at the time the influx of Indians in Malaysia. Our business is one of the business that would bring some differences in Malaysia especially in Sarawak by selling one of the Roti Canai with fried based.