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FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

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BUSINESS PLAN REPORT

NAME OF COMPANY:

De' Machino

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EXECUTIVE SUMMARY

D'Machino is a café based on pre-cooked food from the vending machine, where the customers will enjoy the food that they will choose from the vending machine then the pre-cooked food will be heat into a microwave and will be ready to be serve. Our business provides a mixture of goods and services, where the goods in terms of variety types of beverages and food whereas for services in term of the food delivery to customers aspect.

Our business is in the form of partnership, which consists of 4 individuals. Our business will start to be operate on 1st January 2020. Our business will be operating at Desa Ilmu,Kota Samarahan. As mentioned earlier, our partners are entitled to take part in the business management. We agreed to appoint each of the partners as stated below:

NAME	POSITION
JENNIFER BEREDAI ANAK JOSEFT@JOSEPH	GENERAL/MARKETING MANAGER
NICHOLAS BIN KULANG	FINANCIAL MANAGER
SCHMEICHEL ANAK SABASTIAN SAKOL	ADMINISTRATION MANAGER
MICHELLE ANAK DINIS	OPERATIONAL MANAGER

The General Manager is the one who responsible for planning, organizing, leading and controlling all of the business activities. Whereas the Administration Manager is responsible for buying equipment's for the office, calculate the salaries and wages of employees and handle the entire administrative job. As for Operational Manager, they will be responsible in improving the operational systems and processes in support of organizational mission. The Marketing Manager roles are to identify potential markets, developing pricing strategies and also sales forecast. The Financial Manager will be responsible to develop and analyze information to access the current and future financial status of the entire business.

1.1 INTRODUCTION TO THE BUSINESS

Our business name is De' Machino and we create the name ourselves. This business is based on partnership and it consists of 4 members which holds the important positions in the company such as General Manager, Marketing Manager, Operational Manager, Administrative Manager and Financial Manager. Our business provides a mixture of goods and services. Goods in terms of foods and beverages whereas for services in terms of the food delivery to customers aspect. Our business is also a business that is more towards a vending machine-based business.

The foods that we provide in the vending machine are all precooked, the customers can pick which foods that they desire through the food vending machine and they can also pick any side dishes that suit their liking before they pay their foods. After they paid for their foods, we will then proceed to heat the precooked foods and then serve it to them. Apart from the food vending machine, we also provide vending machine for drinks.

To operate this business, our group has selected to open this business at Desa Ilmu, Kota Samarahan.

1.2 NAME OF THE BUSINESS AND THE LOGO

The name of our business is De' Machino. The word "machino" is taken from the word machine. We agreed with the name as our business is based on a food vending machine. With the name it also gives a clear vision of what our business is to our customers.



1.3 DATE OF COMMENCEMENT

We decided that our business De' Machino will start to operate with its marketing strategies on the 1st January 2020 as we would like to welcome our customers on New Year Celebration. It is still holiday on the 1st January 2020, so we expect that many customers will come to our shop to celebrate the new year.

1.4 PURPOSE OF THE BUSINESS PLAN

A business plan will enable all the managers of De' Machino to fully understand the concept of the business and to be clear of the purpose of the business. This helps the managers to have their strategy to make sure that their ideas for this business is moving towards a successful business in the future and achieve their goals.

By having a business plan, it is an effective means of defining our goals and the steps that is needed to reach them. Business plan highlights the purpose, vision and means of this business operation. A good and organize business plan will guide us in managing our business. This business plan is the key element for a successful business.

Business plan is important so that we can see a better picture of the whole concept of our business. This business needs to satisfy the expectation of the customers and based on the customers' needs and wants.