

BP-AM-C



اَبْنُو رَسِيْقِي تِكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**ENT300 - FUNDAMENTALS OF ENTREPRENEURSHIP  
BUSINESS PLANNING**

**NAME OF COMPANY: SAAAA SDN. BHD.  
TYPE OF BUSINESS: CYBER CAFE SERVICE**

**PREPARED BY:  
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### **Executive Summary**

UiTM Campus Samarahan 2 consists a lot of student from a different background and a different perspective. Some of them has a problem and some are not. One of the common problem happened among the student are that they do not have a fast internet connection. This will affect their performance in any task related to research. We, SAAAA SDN. BHD., are fully ready to provide cyber cafe services to the student in this campus. The opportunity of doing this business is widely open because this campus has no cyber cafe company established yet. But we still have near competitors which is Anis Printing and Suria Printing located in this campus. Their main business is providing printing service and providing a few computer for the assignment adjustment before printing is their side business followed by selling stationeries. Our main purpose is to help the student in this campus reaching the internet and exposed to the outside world by providing a good quality of internet services and better printing service in our cyber cafe. Our target is among the student in this campus which is around 2,700 people. Student are able to do their task efficiently and effectively if they are provided with this services. Our fundamental promise is that we hope we are able to fulfil the needs of the students on using the computer and internet services. This is going to be our first step towards the realization of the successful business and create a better future for youth.

## **Introduction**

Why we choose this business? It is clearly because our campus, UiTM campus Samarahan 2 has not yet providing cyber cafe service to the students. Student and staff is our main target to use our services. This business will located at Pusat Pelajar Seri Kenyalang Shoplot which is above of the ATM and also beside of Suria Printing. We concern of starting this business at this moment is because we did some research on how efficient student completing their task depending on the computer and internet connection. The result shows that they are most likely to have cyber cafe services in this campus as it can help them to do assignment in effective manner.

The question regarding on “will this business stick to the academic kind of business instead of gaming place for the student?” Both, we can ensure that the student playing game in our cyber café would not disturb other students doing their research. Why we agree to do both, is we know that some of the students might stress of studying so we provide them with place them to chill out and play some games. More than that, we can rent our place for students that want to held E-sports tournament such as Dota 2 tournament , Pubg ,Cs GO , and etc. Beside that, We will have time limited for the students to play games so they will not wasting their time too much.

### **Purpose of the Business Plan**

The purpose of this business is mainly to help the student in this campus reaching the internet and exposed to the outside world by providing a good quality of internet services and computer in our cyber cafe. It is allowing us to determine a potential customer in the business area and also to know whether this business are going well or not. For example, we are doing Cyber Cafe business. We need to know who is our customer which is the students is our main potential customer. We need to know whether the students are going to buy our service or not.

Apart from that, the purpose is to determine on how to reach the business's goals. Firstly is the profit maximization. According to economist Milton Friedman, the main purpose of a business is to maximize profits for its owners. Secondly is the social benefit. The balancing between profit earning profit and social benefit is important. We need to know what are needed among the social community in that particular business territories. Then we are able to set a business and gain a profit.