



اَوْنِبُوْرَسِيْتِي تِي كُوْلُو كِي مَارَا
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TEKNOLOGI
MARA

**FUNDAMENTALS OF
ENTREPRENEURSHIP**

TALAM CAFE

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1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

The name of this company is Talam Cafe. We chose the name “Talam Cafe” because we produce and sell one of the types of traditional desserts, which are called *kuih talam* among Malaysian. We came up with this idea because we want to promote and commercialize our best of Malaysia’s *kuih talam* to our citizens as well as to the tourists.

Our café is located in Gaya Street. It is a very strategic place since many tourists there as tourists are our main target market.

We started our business with the opening capital of RM 98,295 which 5 of us equally contributed RM 87,710 and the rest RM 10, 585 by borrowing loan from Bank Islam. Our target customers are public society such as tourists and middle-income-people.

Our business is based on partnership, which consists of five members that hold important positions such as, General Manager, Administration Manager, Financial Manager, Marketing Manager and Operational Manager.

Talam Cafe is a business, which focuses on food production in Malaysia. *Kuih Talam* is one of Malay traditional desserts. Differences in size and shape make them looks interesting and suitable to serve for any occasion. The light and colourful texture gives an opportunity for these desserts to be one of marketable product because most of Malaysian loves sweet desserts. Moreover, the simple steps and ingredients that we put into the *kuih* give lots of advantages to our company to promote and commercialize in Malaysia.

Our business will be expected to commence on 1st November 2014. We believe that our business has the potential to succeed. This will be realized by the full cooperation and efforts among the partners to promote this company.

We expect that our business will become more developed in the near future because we know that every Malaysian loves not-to-sweet-*kuih-talam*.