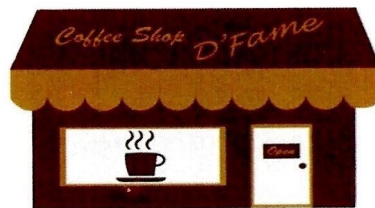




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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN



D'FAME CAFE

PREPARED BY, FACULTY & PROGRAM & GROUP : ADMINISTRATIVE
SCIENCE & POLICY STUDIES & AM110 4B

SEMESTER : 4

PROJECT TITLE : BUSINESS PLAN

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EXECUTIVE SUMMARY

Our business name is D'Fame Cafe. The business has been decided to be the form of a partnership. Each of us has contributes certain amount of capital as agreed in our agreement. Our main business activity is to serve the best quality of coffee and pastries and make our customer enjoy on the taste handmade by us. We will open our D'Fame Cafe at Phase 2 Naim Buildings,Desa Ilmu, 94300, Kota Samarahan,Sarawak and our business will be commenced by 1st January 2020.

All the five of us have agreed to participate in all business management that we will establish that are involve **Amanina Khairunnisa bt Ahmad Zaidi** as General Manager, **Nurul Amirah bt Jamil** as Administrative Manager, **Eika Nurmalina bt Jumat** as Financial Manager, **Nur Farahan bt Jamel** as Operational Manager and lastly, **Dayang Nurabiah bt Abang Armia** as our Financial Manager.

D'Fame Cafe is a busniness that will sell a various types of pastries and coffees to all the citizens in Samarahan but mostly our target customer is teenagers and adults such as students in area of Desa Ilmu and Kota Samarahan. This is because most of them actively interested in foods such as desserts especially at the age between 10-25 years old.

D'Fame Cafe offered a discount to the first-time customer that visiting to our cafe, it is for make people coming to our cafe. We are providing such a good facilities to make our customers feel comfortable while enjoying their desserts. By providing this type of facilities, we can increase the interest of the public to go to our cafe. Furthermore, in area of Kota Samarahan, there are a lot of students who love to spend their times with their friends, by having a good desserts in our cafe and we gives a positive environment in our cafe.

SUBMISSION LETTER

ENT 300 Students,

Diploma in Administrative Science & Policy Studies,
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Kampus Samarahan 1,
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Madam Siti Mardinah bt Hj Abd Hamid ENT 300 Lecturer,
Universiti Teknologi MARA (UiTM) Sarawak,
Kampus Samarahan 1,
94300 Kota Samarahan,
Sarawak

7th December 2018

Mrs,

RE : SUBMISSION OF BUSINESS PLAN

As a representative of our business, D'Fame Cafe, I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that have been given by you in order to complete this business plan and in the same time attach us toward goals and objectives of the preparation of this business plan until us finally completing according to the time given respectively.

Our group's perception towards ENT300 (Fundamentals of Entrepreneurship) had given us the experiences and a very clear views on the fundamental on how to start a business. This experience may be a helpful for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students.

Due to the completion of this project, the team had come out with many ideas and I personally felt that this project can be achieved in the future. To be an entrepreneur in the future, it cannot be much easier if there are no team spirit among all the members and the basic knowledge that we gained from this project. Meaning to say, it may become difficult and hard to be realized if the existence of the negative elements such as tardiness, laziness, selfish, impatience and not highly motivated appear. The other element that is also important is daring to take risk and always prepared and maintain when problem occurs.

1.0 INTRODUCTION TO BUSINESS PLAN

Business plan is important because it explains about the activities, strategy, financial, operation and others that are related to the business. People that have the knowledge about entrepreneurship will easily construct new business from business plan because it has a lot of information about the business itself, which will guide the entrepreneurs in managing their business effectively.

The management team will be led by the General Manager and the other managers will help in other process. The General Manager is the one who responsible in controlling, leading, organizing as well as plan the entire business that will be establish. The Marketing Manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation hour of our business is controlled and monitored by the Operation Manager and this manager also will be the one who will take notes about the equipment and other facilities that are required in D'Fame Cafe. The Administrative Manager will responsible in doing all jobs relating to office administration that will do task in admin the academy that will be establish soon. Finally, the Finance Manager will handle financial matters such as preparing for the budgets and financial statement for the each department. All the financial statement need to be taken care properly by our Finance manager.

1.0.1 Name Of The Company

The name of our company is D'Fame Cafe. The word "D'F.a.m.e" which is taken from our own name that is Dayang, Farah, Amanina, Mira and Eika. We chose this name because we are the founder of the academy and it is simple but easy to remember anytime because it is from our own name and our cafe is only we focus on desserts that people will enjoying while their free time or what they are craving on sweet things.