



WORLD OF SOCCER: CAFÉ AND MERCHANDISE

PREPARE FOR:
PUAN MAZNAH WAN OMAR

Prepared by:
AZHAN MUHAMMAD
(99110871)

MUHAMAD AMIN MAT YASSIN
(99117252)

MOHD IZAZI ISMAIL
(99104506)

ISMA HANIFF ESA
(99121365)

MOHD FAIZ RIZAL MD AZAHAR
(99110641)



Surat Kami : 500-KDH (MEDEC. 15/2/1)
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KOORDINATOR MEDEC

UiTM Kampus Sg. Petani
Peti Surat 187
08400 Merbok
Kedah Darul Aman.

Tel : 04-4571300 ext 1095
Fax : 04-4574355

KEPADA SESIAPA BERKENAAN

Tuan/Puan

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INTRODUCTION

World of Soccer : Café & Merchandise is a partnership company and established as a service & business. We were encouraged to enter in this business because to fulfill the desire of people in this millenium where it is required to make a new concept and challenge. We planned to start this business in the year 2003.

We decided to name our business as World of Soccer: Café & Merchandise because it can describe and states what kind of café that we are trying to run. The word Soccer already views what concept we carried and the word World views that we brought the soccer from all kind continent. Our business represents with a few business activities. The main activity is service where we provide food and beverage and beside that we also sell some varieties of souvenir that related to the soccer. We also premiere premier soccer match in our café.

The location of our café is situated at No 29, Jalan Dewa , 08000 Sg. Petani , Kedah Darul Aman. We select this location because this place is strategic for our target market and also there are many infrastructures such as communication network and transportation.

There are many factors influencing the choice of this business. One of them is the high demand for café in the market, especially with the soccer concept. From our survey, we found that the majority of the people in Sg. Petani are the fans of soccer clubs and with our advantages that we brought the soccer concept we can attract them to come to our café to enjoy their favorite clubs playing live. Beside that all of the partners have the interest in soccer.