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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

LEPAK CORNER CAFÉ

FOOD & CATERING SERVICES

PREPARED BY :

FACULTY & PROGRAMME : Faculty of Administrative Science and Policy
Studies, Diploma in Public Administration

SEMESTER : Four(4)

GROUP MEMBERS :

- 1. Sambry anak Empari (2017254874)
- 2. Paul Miguel Punga anak Frankie (2017233214)
- 3. Badrul Idham bin Abdul Rahim Kendi (2017255274)
- 4. Esteriane anak Beti (2017242544)
- 5. Naqiyuddin bin Abdul Halim (2017242746)

Prepared for

Siti Mardinah binti Abdul Hamid

Submission Date

21 May 2019

Diploma in Public Administration (AM110)
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA (UITM) Cawangan Sarawak
Jalan Meranek, 94300 KOTA SAMARAHAN

21st May 2019

Madam Siti Mardinah Binti Abdul Hamid
Lecturer of Fundamental of Entrepreneurship (ENT300)
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Jalan Meranek, 94300 KOTA SAMARAHAN

Madam,

Submission of the Business Plan (ENT 300)

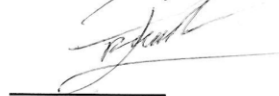
According to the title above, we would like to submit our business plan on the name of Lepak Corner Sdn. Bhd consist all the detail, example, document and the following procedure which is located in UITM Kampus Samarahan 2.

2. This report consists of important component and aspect that have been considered in the beginning of the Business. It includes our Business profile, structure administrators, financial, marketing, and operation aspects plus all other information regarding business plan. Below are the list of our group member:

PAUL MIGUEL PUNGGGA ANAK FRANKIE	2017233214
SAMBRY ANAK EMPARI	2017254874
BADRUL IDHAM BIN ABDUL RAHIM KENDI	2017255274
NAQIUYUDDIN BIN ABDUL HALIM	2017242746

Thank you,

Yours sincerely,



(PAUL MIGUEL PUNGGGA ANAK FRANKIE, General Manager)

Executive Summary

Lepak Corner Sdn. Bhd offers Catering and Food Stall services to the customers or students in UITM Kampus Samarahan 2. In our business, we provide variety of foods, such as traditional food and western food which is at a reasonable price which will give a high satisfaction of customer.

Our clients are all the students in UITM Kampus Samarahan 2. We target the students because they are the one who need the food and drink which is at a reasonable price. The student can enjoy variety of food such as the traditional food and western food that is below RM10. So, they do not need to go to nearest mall or outside of the UITM to get the delicious food. They can go to our Lepak Corner whenever they want to because our stall is open 24 hours. We also targeting all the staff in UITM Samarahan Kampus 2 that is lecturers, auxiliary police, and many other staff. They are welcome to our Lepak Corner.

UITM Kampus Samarahan 2 has a very high amount of student. Most of the student will go to Medan Selera before or after they finishing the class. But the price of foods in Medan Selera are very expensive and will be closed at 10 p.m. That is why we see the potential of our business here. Our business will be opened for 24 hours and student can come over whenever they want to and enjoy the food at the lowest price.

Lepak Corner Sdn. Bhd. marketing strategy is to gain the profit and to emphasize the quality and price of our foods and services. We offer the affordable price because many student have low income and they may need money for their study especially when doing assignment. Thus, we hope that we can attract the student to come to our stall with our marketing strategy.

The management plan of Lepak Corner Sdn. Bhd is that it is consists of 6 workers. 2 of the workers work as a chef. They will be paid for RM2600 including the EPF. The other 2 workers will become the Bar tender and will be paid for RM 1350. There are also 2 waitress who will work in Lepak Corner. These 2 waitress will be paid for RM1350. All of the workers are already having an experience in doing their job.

To promote our business, we used the social media such as the Instagram and Facebook. Through the information in the social media, they can see the menu of the food, news, and information of the Lepak Corner.

Introduction

1. Name of Business

Our company's name is Lepak Corner Sdn. Bhd. We use the 'Lepak Corner' because we want to make a chill and relax environment whereby the student can hang out with each other in our Lepak Corner while enjoying the foods provided. They also can chill up when doing their assignment until late night in our premise. Our premise name is 'Lepak Corner'. Lepak comes from the Malays Language which means spend one's time aimlessly loitering and loafing around. This name is perfect because Lepak is one of the favourite among the youngster.

2. Nature of Business

Our main activity is Catering. We will provide food and drink at social event and other gathering. When UiTM have an event, we will provide our services to them. We also have a food stall in UiTM Kampus Samarahan 2. It is called Lepak Corner. We provide variety of food such as Traditional food and Western Food. Student and all the UiTM staff can come and enjoy our food here.

3. Name of partners

The business is founded by five partners. They are Paul Miguel Pungga Anak Frankie as the General Manager. Sambry Anak Empari as the Administration Manager. There are also Mr Badrul Idham Bin Abdul Rahim Kendi who will become the Operational Manager. Naqiuyuddin Bin Abdul Halim as the Financial Manager and Esteriane Anak Beti as the Marketing manager. All the manager will responsible to conduct the duty according to their role. The manager will determine the successful of the business or a company.

Purpose of the Business Plan

Business plan is a set of documents prepared by an organizations' management to summarize its marketing, operational and financial objective for the near future. It provides step by step guideline once we started our business. It also provides an idea on how to achieve the organizations goals. This business plan is very important to a new business like Lepak Corner Sdn. Bhd because it may help us to maintain our business longer in the UITM.

One of the purposes of the business plan is to evaluate the project viability and growth potential. Everyone in the company will use the information contained in the company's business plan, whether to set performance targets, guide decision-making with regard to on-going operations, or assess personnel performance in terms of their ability to meet objectives set forth in the business plan. A company's performance and progress can be measured within planned goals involving sales, expenditures, time frame, and strategic direction. Business plans also help an entrepreneur or business manager identify and focus on potential problem areas, both inside and outside of the company.

Next, the purpose of the business plan is to apply for loans or financing facilities from the relevant financial institutions. The business plan shows the financial strength of the company especially when applying for loans and to convince the investors towards providing funds or other financial institution. The investor or financial institutions will evaluate a company's ability to handle more debt and, in some cases, equity financing. The business plan documents the company's cash flow requirements and provides a detailed description of its assets, capitalization, and projected financial performance. It provides potential lenders and investors with verifiable facts about a company's performance so that risks can be accurately identified and evaluated. So, the good business plan will play an important role to the company to get their fund for financing the business activities.

Apart from that, to act as a guideline for the management of the proposal business is also one of the purposes of preparing the business plan. The business plan is a guideline for the organization in setting, planning, managing, handling and controlling our business for day to day management, budget, financial forecast, strategies, target market and even long-term goal. It is also a master plan of an organization that necessary to calculate the effectiveness on running such business. A successful business leader knows that well-written business plan can provide day to day operational assistance. Organizations that stay concentrated on their business plan have higher chance of success when use the road map. It can help the business leaders stay focused on business growth, mission and organization's goal.