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UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**

**SWEET GLORY**

**CAFE**

**PREPARED BY**

**FACULTY** : FACULTY OF APPLIED SCIENCE

**PROGRAMME** : AS120 DIPLOMA IN APPLIED SCIENCE

**SEMESTER** : 5

**PROJECT TITLE** : SWEET GLORY

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**PREPARED FOR**

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**SUBMISSION DATE** : 13<sup>TH</sup> DECEMBER 2019

## **LETTER OF SUBMISSION**

Diploma in Science (AS120)

Faculty of Applied Science

Universiti Teknologi Mara Campus Samarahan 2

94300 Kota Samarahan Sarawak.

13 December 2019

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94300 Kota Samarahan Sarawak.

Madam,

### **Submission of the Business Plan (ENT300)**

According to the title above, we would like to submit our business plan on the name of SWEET GLORY. Consist all the detail, example, document and the following procedure which is located at Kota Samarahan, Sarawak..

2. This report consist of important component and aspect that have been considered in the beginning of the business. It includes our business profile, structure administrator, financial, marketing, and operation aspect plus all other information regarding the business plan. Below is the list of the group members that involved in completing this business plan:

## **EXECUTIVE SUMMARY**

Sweet Glory offers juice and dessert to all customer providing many types of fruits juice and also coffee and tea. We also provide variety of dessert such as cake and muffins that give high satisfaction of customer.

Our client is student who want consume product from affordable price and comfortable place to do their assignment of study. We also targeting busiest workers because we provide many type of food that can be eat on their way to home. Sweet Glory offers a variety of dessert and juice that low in sugar, low calories and received halal certificate.

At Kota Samarahan, Sweet Glory can be a good place for us to do our business. This is because Kota Samarahan is an area that many students from young generation which come from different IPT's will cause a demand of cake rise over a year. While there a some business same like us at Kota Samarahan, but we provide a healthy fresh fruit juice.

Sweet glory marketing strategy is to emphasize the quality and price of our products and services. We offers affordable price and student price because most of the people in Kota Samarahan was a student. Thus, we develop marketing strategy that give attraction to come to our shop especially student.

The management of Sweet Glory consist of 5 lead workers which is Mohamad Haziq, Ronaldo Basik, Ovillyiana Rundai, Rosmiza and Khairatul Kasma. Our worker has experience which is Mohamad Haziq has own burger stall and Ronaldo and Khairatul Kasma has extensive experience in finance. Five partners will take role responsibility together instead different duties and portfolio partners.

Already we have service and product commitment plan to aggressively build our brand through social media. The loving cafe with healthy fruit juice and dessert from Sweet Glory surely can meet the needs of the customers throughout Kota Samarahan.

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## **1. INTRODUCTION**

### **Name of the business**

Our shop name's is Sweet Glory which we sell a sweet dessert and glory mean high renown and honour. It is a short form for an honour of sweet dessert. With this unique name of our shop, we hope that we can attract more people to come to our shop and taste the uniqueness of our product.

### **Name of business**

Our main activity is we provide a healthy fruit juice and dessert. we also provide a coffee and tea for our customer. We make all type of dessert and make a new menu every week. Our main product was juice and cake. Our cafe-style shop not only a sweet food but also an healthy food.

### **Name of partners**

The business is founded by five partners. They are Mr Mohamad Haziq bin Mateni as General Manager, Mr Ronaldo Basik ak Ignitus Stoper as the Financial Manager, Ms, Rosiza Nor Hasmadi as the Administration Manager, Ovillyiana Rundai ak Panzoh as the Marketing Manager and lastly Nur Khairatul Kasma bt Dorlan As the Operation Manager.

### **Location of the business**

The location of our shop is beside Aiman Mall behind Restaurant AVS. We choose this location because it is considered strategic as we know many student come to Aiman Mall, so we take their advantages to attract student to come to our shop. It is also allowed the entire family satisfied their taste in one convenient location as at Aiman Mall there is no shop or cafe same as our company.

### **Future prospect of the business**

Our future prospect is we want to be the first choice of customers and consumers in the Kota Samarahan. Next, we will produce the highest quality if our product and will continuously improve for all aspect to make our business grow. Lastly, we will create a quality standard in our shop by using a latest equipment and technology to compete with other competitors.