



اَوْنُوْسِيْتِي تِيْكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

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BUSINESS NAME / ENTREPRENEUR NAME

PURRFECTLY BREW CAFE

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TABLE OF CONTENT

| CONTENT | | PAGES |
|-------------------|---|--------------|
| COVER PAGE | | 1 |
| TABLE OF CONTENT | | 2 - 3 |
| EXECUTIVE SUMMARY | | 4 - 5 |
| 1.0 | INTRODUCTION | 6 |
| 1.1 | NAME OF BUSINESS | 7 |
| 1.2 | DATE OF COMMENCEMENT | 7 |
| 1.3 | NATURE OF BUSINESS | 7 |
| 1.4 | LOCATION | 7 |
| 1.5 | FACTORS IN SELECTING THE PROPOSED VENTURE | 8 |
| 1.6 | FUTURE PROSPECT OF THE BUSINESS | 8 |
| 1.7 | PURPOSE OF BUSINESS PLAN | 8 - 9 |
| 1.8 | COMPANY BACKGROUND | 9 -10 |
| 1.9 | LOGO EXPLANATION | 10 |
| 1.10 | OWNER(S) BACKGROUND | 11 – 12 |
| 1.11 | BUSINESS LOCATION | 13 |
| 2.0 | MARKETING PLAN | 14 |
| 2.1 | MARKETING OBJECTIVES | 15 |
| 2.2 | PRODUCT OR SERVICE | 15 |
| 2.3 | TARGET MARKET | 16 – 17 |
| 2.4 | MARKET TREND | 18 |
| 2.5 | MARKET SIZE | 19 |
| 2.6 | CUSTOMER PROFILE | 20 |
| 2.7 | ASSESSING COMPETITION | 21 – 22 |
| 2.8 | FORECASTING SALES | 22 |
| 2.9 | MARKETING STRATEGIES | 23 – 25 |
| 2.10 | MARKETING PERSONNEL | 26 |
| 2.11 | MARKETING BUDGET | 26 |
| 3.0 | THE OPERATIONS PLAN | 27 |
| 3.1 | PROCESS PLANNING | 28 – 30 |

| | | |
|------|---|---------|
| 3.2 | OPERATIONS LAYOUT | 31 – 36 |
| 3.3 | PRODUCTION PLANNING | 37 |
| 3.4 | MATERIAL PLANNING | 38 |
| 3.5 | MACHINE AND EQUIPMENT PLANNING | 39 |
| 3.6 | MANPOWER PLANNING | 40 – 41 |
| 3.7 | OVERHEADS REQUIREMENT | 42 |
| 3.8 | LOCATION PLAN | 42 |
| 3.9 | BUSINESS AND OPERATION HOURS | 43 |
| 3.10 | LICENSE, PERMITS AND REGULATIONS REQUIRED | 44 – 46 |
| 3.11 | OPERATIONS BUDGET | 47 |
| 3.12 | IMPLEMENTATION SCHEDULE | 48 |
| 4.0 | ADMINISTRATION PLAN | 49 |
| 4.1 | THE VISION, MISSION AND OBJECTIVE | 50 |
| 4.2 | ORGANIZATIONAL CHART | 51 |
| 4.3 | SCHEDULE OF TASK AND RESPONSIBILITIES | 52 – 53 |
| 4.4 | LIST OF ADMINISTRATION PERSONNEL | 54 |
| 5.0 | FINANCIAL PLAN | 55 |
| 5.1 | BUSINESS FUNDING | 56 |
| 5.2 | ADMINISTRATION BUDGETS | 56 |
| 5.3 | MARKETING BUDGETS | 56 |
| 5.4 | OPERATING BUDGETS | 57 |
| 5.5 | INCOME STATEMENT | 58 |
| 5.6 | BALANCE SHEET | 59 |
| 5.7 | CASH FLOW STATEMENT | 60 – 62 |
| 5.8 | PROFITABILITY RATIO | 63 |
| 5.9 | SOLVENCY RATIO | 64 |
| 6.0 | CONCLUSION | 65 – 66 |
| 7.0 | APPENDICES | 67 |

EXECUTIVE SUMMARY

The Purrfectly Brewed Cafe is a cat cafe and a service business in nature. The business served cafe food and beverage as well as providing entertainment through the cafe cat studio. The cafe has a comfy and cosy atmosphere that will allow customers to relax and unwind from the stress of daily life. The speciality of this business is that unlike most other cat cafes that bought their fancy cats from the store, all of the Purrfectly Brewed Cafe cats are adopted from the streets. To ensure the well-being of the stray cats adopted is always taken care of, the cafe is in partnership with a veterinary clinic known as the Kitty Cottage Veterinary Clinic where the clinic vet will personally monitor all of the cafe cats ensuring them to be in their very best health. The business is also cooperating with SPCA, an NGO that is also involved in stray animals rescuing activities.

Our business objective is to establish a local brand to be one of the recognized brands and to boost the cat cafe business in Malaysia making it a sustainable business that can generate income and contribute to the growth of the nation economy. Our mission is to serve the best cafe food and beverage to our customers. At the same time rescuing stray cats and finding them a new loving home. Meanwhile, our vision is to become a well-known cat cafe and expand our business into a franchise in Malaysia.

Our cat cafe is located at No 7, 49-01, Jln Medan Pusat Bandar 8A, Seksyen 9, 43650 Bandar Baru Bangi, Selangor where it operates on every Tuesday to Sunday from 12 p.m. to 8 p.m. The target market of this business is from mass customers regardless of their background and ages but based on the business location we are expecting our customers to come from three main states which are Selangor, Kuala Lumpur and Negeri Sembilan as they are the nearest to our business premise. Aside from having an amazing menu and service, we also offered discounts to our customers so that they get the best experience at our cat cafe.

In terms of financial aspect, the business is ran by using a RM 200,000 start-up business loan from Bank Islam to cover our capital cost for the first three years of operation. Aside from that, both owners are also contributing to the business by personal funding which in total is about RM 50,000 for the stray cats rescuing activities and their basic expenses. The business is managed by 6 individuals which are the two owners who act as the general manager and the

veterinarian, the administration manager, the operational manager who is also a professional barista, the marketing manager and the financial manager who is also the cafe chef. Our business also has 3 part time workers that assist in the cafe daily operation.

Over the three years of operation, the Purrfectly Brewed cafe have shown an astounding growth in terms of sales revenue and business management. We believe that our business can grow and flourish in the future especially by having investors that are willing to invest in our business realizing our vision to become a cat cafe franchise in Malaysia.