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HAKMILIK
Perpustakaan
Universiti Teknologi MARA
Sabah

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1.0 Introduction

The planning of the café that more focus on the franchises because there is the Worldwide Franchising Statistics (1995) where the consultancy surveyed state that the franchising in Malaysia do not very developed as compared to the other country such as United States and Japan. According to the author of research, Vitor F.C Goncalves & etc., "The presence of international franchise systems is dominant, but a small number of local concepts were developed and some have already started international operations". However, it is not easy to develop a small business while have to compete with other franchising competitors such as Mc Donalds, KFC, Pizza Hut and other cafes. According to it, The Scene Café and Bistro have its own operational strategies and the most importantly how the concepts will be. We want to have an upscale, relaxing and leisure interior design in order to attract and keep customers. In addition, the café will be facilitating with innovative environment such as the affordable access to the internet or online services, reading section, and a partition for the gamers.

Such as the Café Jubilee in Malta (1998), it is the first chain of café/bistro that was totally conceived locally by itself. In the business proposal of The Scene Café and Bistro is actually focus on the local operational to successfully stand with its own strategic partnership. By becoming The Scene Café and Bistro, the clients will satisfy to enjoy the food and drink in a unique homely environment. Why we choosing the franchise? This is because the food industries are becoming increasingly popular that make high profit which is available in the food and beverage industry .In fact, food is



always in demand, there is no worry for our business to shut down. With the existence of the expertise, the highly commitment, the high-qualified franchisor team and more knowledge in the aspects of this business, it will reduce the risk of failure. In order to achieve the purposed of this business, we are oriented to cope with the constantly-changing needs of the customers. It is also important to adapt their expectations and demands.

Burgers is a common food that being expand and one of the optional food in industries. It still can be the diet food and affordable by customers. For many years, there can be a variety of burger's types to fulfill the appetite of customers with variety of sauces and recipes. The Lure Cheese Burger that centered by The Scene Café and Bistro have a good selection of recipes. The other menu are available for customers that have different option for western foods. In Malaysia, the formation of MFA or Malaysian Franchising Association in 1994 aims to comprehend of being the regional center for SE Asia related to franchising. In addition, there will be an award of MFA for the entrepreneur of franchises that played best in franchising industry. This is an opportunity for our café to stand and step further to be known and expand our business in the region.

Our outlook for the future and what we are going to expect from our business is from the sale prospect. We will try to get as many opportunities and also willing to



1.3 Business Mission

- "To be the people first choice of service and product delivery in Sabah. Also, To stay ahead of the competition by innovating new products and services based on the needs of our customers and market demand."
- Being one of the best leisure café in Kota Kinabalu in 5 years time. We will achieve our goal through several ways such as using marketing plan where we will try to attract as much customer compared to our competitor. Beside that, we may increase productivity in our operation and give the best service to the customer.