



اَوْنَبُورْ سِيْتِي تِيْكَوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

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IDENTIFICATION OF BUSINESS OPPURTUNITY

DIPLOMA IN SCIENCE ADMINISTRATIVE AND POLICY STUDIES
(AM 110)

SEMESTER : 4 (AM 110 4C)

PROJECT TITLE : BUSINESS PLAN OF DANITY'S CAFE

GROUP MEMBERS :-

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PREPARED FOR

MADAM SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE

21 MAY 2019

LETTER OF SUBMISSION

Diploma of Public Administration,
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Madam Siti Mardinah Binti Abdul Hamid,
Universiti Teknologi MARA Sarawak,
Kampus 2 Kota Samarahan,
Jalan Meranek, 94300,
Kota Samarahan.

Dear Madam,

Submission of the Business Plan

As mentioned above, our partnership has completed our project successfully on time between 30 March until 21 May and ready to submit on time and this booklet have been submitted for further evaluation and review as required in completing the assignment that given in the course ENT300.

2. Our business named Danity's Cafe. We have followed all the requirement needed for this project and we ideas has including form all of our member which is marketing, operation and financial gave full of commitment to completing our project.

3. We are looking forward to our business to become one of the best cafe to hang out. We also hope all the objective that we already make will achieved and also the aspect needed of this project. I am Brandon Beckham Siali, as General Manager of this business want to say thank you for all your support, teaching, guideline and cooperation while doing this business plan.



(BRANDON BECKHAM SIALI)

General Manager

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EXECUTIVE SUMMARY

Danity's offers coffees with custom-made coffee beans that are imported from Indonesia, with milkshakes with several flavours, some brownies, waffles and also cakes. These will give a high satisfaction for the costumers. The Danity's cafe is managed by 4 managers and 2 part timers. Overall, it consists of 6 workers.

Since we are targeting students and young adults as our customers, we are providing beverages and foods with affordable price for them. Even though our main attraction for our cafe is coffee with custom-made coffee beans, our customers can enjoy other beverages such as milkshakes. Thus, for non-coffee lovers, they still can enjoy their time at our cafe. Other than that, the customers can also enjoy some foods such as brownies, waffles and cakes if they feel like eating something that is not light and not heavy as well. We are trying to provide maximum satisfaction for the customers by providing comfortable places to hang out with comfortable environment. Not only that, we also provide free WiFi for the customers to enjoy. This can attract more customers to do their works at our cafe.

1.0. INTRODUCTION

1.1 Name of the Business

We chose 'Danity's Cafe' as our business name. The word 'Danity' hereby means something that is extremely beautiful, exquisite delicate. Hence, it is the perfect word to describe our product that we make in our café. Not only it describes the aesthetic layout of our goods, it also describes the taste of our pastries. With this unique and different name, it will definitely attract customers easily due to its catchy elements and also our delicious pastries.

1.2 Nature of Business

Our main activity is baking. However, we also specialize in different types of delicacies such as cakes, brownies, waffles, milkshakes and coffees. Since baking is our nature of business, therefore cakes such as Chocolate Indulgence and Traditional Fruit Cake are our main product. Other than that, our main product are also coffees due to its authenticity that the beans are custom made imported from overseas.

1.3 Name of Partners

This business is founded by four partners. They are Mr Brandon Beckham Siali who is the General Manager and also plays the role of an Administration Manager of the café, Mr Nazel Isaac Anak Larry Sudok as the Financial Manager, Mrs Dayang Hasmiera Azreen Binti Abang Hasyim as the Marketing Manager and Mrs Nur Iffahanis Binti Hazali as the Operational Manager of Danity's Café.

1.4 Location of Business

Our café is located at Metrocity, Matang where the location is considered to be strategic. This is because Metrocity is located in the middle of Kuching which gives the customers from Matang, Batu Kawa, Satok and more to go to the allocated location.