



UNIVERSITI  
TEKNOLOGI  
MARA

## **FUNDAMENTALS OF ENTREPRENEURSHIP**

**(ENT 300)**

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## 1.1 EXECUTIVE SUMMARY

Sayaka Comic Café is a kind of concept café where people generally and comics lover specifically can spend times here to eat delicious yet remarkably foods and drinks and reading comics for free. The market of this kind of concept café is still rare in Malaysia; however we believe that our café will promise for better opportunities for us to invest in. This is due to the café concept itself that are unique and different from any other café in Malaysia, especially cafes in Sabah, as well as that we would cater for the satisfaction of our valuable future customers.

The name chosen for the business operation is Sayaka Comic Café. The term "Sayaka" stands for each of the business partners' names. We also chose to use the term "Comic Café" that is way too simple and direct to the point, so that it can define our business better and clearly. In addition, people will easily understood, accept and remember our café, plus that it will not welcome confusion in people's mind when interpreting it.

Why we dare to take the risk involves in this kind of business? It is surely because we believe that every opportunities lay in what we cannot see right now, but can be predicted and will be seen in the future; in the next one or two years ahead. One of the most important aspects that drive us to venture in this kind of business is because we realize the demand of the customers that need something new and will attract them especially among youths.

For this reason, the business will be located at Suria sabah Shopping Mall due to the development of economic in that particular area. There are several reasons why we chose Suria Sabah Shopping Mall in our business operation. Of course, if we are seriously involved in this business field, we will find the best and profitable area to set our business. We believe that through effort contributed by every partner, we can achieve our stated objectives, vision and mission.



## 1.2 PURPOSE

This business plan is prepared by the Sayaka Comic Café for the purposes of:

- 1) To see what cannot be seen right now but have to be seen in the future. This is because we need to think critically and analytically in preparing the business plan.
- 2) To act as a guideline for the management of the proposed business and also can be used as a material for the future reference and guidance for those who interested to start up a business.