



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

DOUBLE PUFF CAFE

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SEPTEMBER 2014

TABLE OF CONTENT	PAGE
CONTENT	1-4
ACKNOWLEDGEMENT	5
AGREEMENT OF BUSINESS	6-8
DEFINITION OF LOGO	9
INTRODUCTION	10
1.1 EXECUYIVE SUMMARY	11
1.2 BUSINESS PLAN PURPOSE	12
1.3 BUSINESS BACKGROUND	13
1.4 PARTNER'S PROFILE	14-18
ADMINISTRATION PLAN	19
2.0 INTRODUCTION TO THE ORGANIZATION	20-21
2.1 TYPE OF BUILDING AND INFRASTRUCTURE	22
2.2 ORGANIZATION OF CHART	23
2.3 ORGANIZATION LAYOUT PLAN	24-25
2.4 MANPOWER PLANNING	26-27
2.5 SCHEDULE OF REMUNERATION	28-29
2.6 LIST OF OFFICE & EQUIPMENT	30
2.7 ORGANIZATIONAL ADMINISTRATION BUDGET	31-32

MARKETING PLAN	33
3.1 INTRODUCTION	34
3.1.1 PRODUCT DESCRIPTION	35
3.2 MARKETING OBJECTIVES	36
3.3 TARGET MARKET	37
3.4 MARKET SIZE	38
3.5 COMPETITION	39
3.5.1 OPPORTUNITIES & THREATS	40
3.6 MARKET SHARE	41-42
3.7 SALES FORECAST	43-44
3.8 MARKETING STRATEGIES	45-46
OPERATION PLAN	47
4.1 INTRODUCTION	48
4.2 OBJECTIVE	49
4.3 PRODUCTIVITY INDEX	50
4.3.1 CAPACITY PLANNING	50
4.4 PROCESS PLANNING	51
4.4.1 OPERATION CHART	52
4.4.2 ACTIVITY CHART	53
4.4.3 STEP OF MAKING PUFF	54
4.4.5 INGREDIENTS	55

1.1 EXECUTIVE SUMMARY

This business is based on partnership where it consists of four (5) members. The members consist of the General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM250,000 where the total contribution of each member is RM50000.

Our business double cafe idea is a based on our traditional puff product that from curry puff. We were tryin to innovate the puff flavour into various flavour that is serunding, corn beef, anchovy, crab, and mix vege. Our company want to try something new and unique toward this product. The price also will be consider in moderate rate so all people afford to buy it.

Our business will be expected to commerce on Januari 2015, and as well our vision to be achieved is to make our company well known in domestic industry, besides that to satisfy our customer need with guide from customer charter. This will be realized by the full cooperation and efforts among the partners to give their own commitment in order to achieve goal of our company.

1.2 BUSINESS PLAN PURPOSE

The main purpose of this business plan is for the reference of several audiences / parties such as:

1. The Entrepreneurs (Double Puff Cafe's managers).

To better understand the purpose of the business and act as guideline to manage the business effectively and efficiently.

2. Financial Institutions.

Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for the business. Financial institution involved in this business project is Bank Rakyat Malaysia.

3. Suppliers.

Help convince suppliers of the viability of our business venture thus benefiting both the suppliers and our company in the long term business arrangement.

4. Company Staffs / Workers.

Help workers to understand the business's goals and objectives and give a guideline to them regarding their job duties and responsibilities.

5. Customers.

Persuade and influence our customers regarding the products being offered and gives assurance and confidence to them to have business with us.