



اَوْنِبُورِ سَيْتِي بِاَتِيكُونُو لَوِي كِي مَارَا
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MARA

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS PLAN:

“Nuvola Bianca” Desserts

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LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**Nuvola Bianca Desserts**” to fulfil the requirements as needed by university requirements.

Thank you,

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EXECUTIVE SUMMARY

The purpose of this business plan is to provide citizens who live in Putrajaya with a small yet delightful café where people can come and enjoy creamy soft serve ice cream, delicious cakes, soothing milkshakes and many desserts that this café has to offer. This business plan is an idea that comes from 4 individuals who worked very hard which consists a General Manager, Administrative & Operational Manager, Financial Manager, and Marketing Manager. This café has a goal to become a relaxing café where people can calm down and cool themselves after a hard day at work and to soothe their throats.

The name “Nuvola Blanca” is actually Italian for white cloud which is seen to be a calm and peaceful view for our eyes. The same concept with this café, when people think about desserts, they automatically look for places that are cool, calm and relaxing place for them to enjoy desserts. As usual when opening a new business, we need to identify our competitors and make a lot of research regarding our product. We also studied the products that could help us gain a lot of customers as a step to improve our business. One of the few competitors that we need to take into consideration is “bubble bee”, secret recipe and “Ikhwan Bakery”. These branches help us set a benchmark to create a healthy competition and to improve our products.

This café focuses on creating a calm and peaceful place for people from all ages to enjoy. The menu that we prepare are suitable for children, teenagers and adults who enjoy spending quality time with their family and friends. We have a special target to become a well-known café so that when our café is known in other cities, we can open more branches in the country. Once we have more branches open, we can easily be recognized as one of the most famous peaceful-themed cafés in Malaysia.