



MARA UNIVERSITY OF TECHNOLOGY
TERENGGANU

FACULTY OF HOTEL AND TOURISM MANAGEMENT

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)

QUICKIE CAFÉ

PREPARED BY:

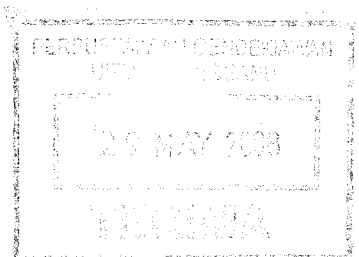
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EXECUTIVE SUMMARY

Quickie Café is a beverage outlet that tries to position itself in the Mara University of Technology (UiTM) Terengganu. The concept that is trying to be introducing by Quickie Café is new in this area. The concept is simple which is bar like and they tries to offer quick service to their customers. Like any other businesses, Quickie Café has its own vision, mission and objective to be achieved.

Quickie Café offers their market with different type of beverage that could not be found yet in the UiTM area. Thus they take this opportunity to introduce their product. The products are homemade recipe of variety type of beverage ranging from smoothies, fruit shake, fresh juices and hot drinks. They also have their own attraction which is beverage of the day that is prepare special for that day only.

The target markets of Quickie Café are the students of the UiTM, the staff and also the resident staff. We had figure out our competitors and had come out with our own strategies to attract our target market. We also had done all the necessary research and done all the calculation for the expenses or expenditure that will incurred. We also had prepared our plan for each department involve which are administrative, marketing, operation and financial.

We hope that our business will able to run smoothly and able to achieve our vision, mission and objective.

2.0 PURPOSE

This business plan is prepared for several purposes. The business plan is prepared as a guideline for us to start our business. In this business plan, we had compiled together all the necessity and the budget expenditure that we need to start our business from each department which are administrative, operation, marketing and also financial.

This business plan also serves as a guide to achieve our mission and vision. It is also serve as a guide for us to achieve the sales forecasted for every month. Besides that, the purpose of this business plan is to help us in gaining some loan from the bank. Good business plan can help to convince the bank for giving some loan.

The purpose of preparing this business plan also to give a better understanding to all shareholders in doing their jobs. Besides that, it is also prepared as a business strategy for each department. This business plan in other way could help us to find out who are we dealing with in our business.

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