



اَوْنُوْرِنْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

INTRODUCTION OF INTREPRENEURSHIP

BUSINESS PLAN : CAFÉ DES AMIS SDN. BHD.



• CAFÉ DES AMIS •

Premium coffee and pastry

NO.	NAME	ID NUMBER	GROUP CODE
1.	AIDA MARIAM SAFIRA BINTI NAWI	2020457872	PHM115 2B1
2.	NOOR AMIRAH BINTI ABU TALHAH	2020869032	PHM115 2B1
3.	NURUL AISYAH BINTI LONG IBRAHIM	2020498236	PHM115 2B2
4.	SITI NORFATIN BINTI RAMLI	2020892648	PHM115 2B2

PREPARED FOR:

LECTURER'S NAME	:	DR. HASLINDA BINTI ABDUL HAMID
SEMESTER	:	MARCH-AUGUST 2021
SUBMISSION DATE	:	30th. JULY 2021

Table of Contents

LETTER OF SUBMISSION.....	4
ACKNOWLEDGEMENT.....	6
EXECUTIVE SUMMARY	8
1.0 INTRODUCTION.....	10
1.1 Business Description	
1.2 Business Background	
1.3 Purpose of Business Plan	
1.4 Product Description	
1.5 Partners Background	
1.6 Business Location	
2.0 ADMINISTRATION PLAN.....	21
2.1 Introduction to The Organization	
2.2 Business Logo and Description	
2.3 Organization Units	
2.4 Organization Charts	
2.5 Mainpower Planning	
2.6 Schedule of Task and Responsibilities	
2.7 Schedule of Renumeration	
2.8 Compensation and Benefits	
2.9 List of Office Furniture and Fittings	
2.10 List of Office Equipment	
2.11 Administration's Budget	
3.0 MARKETING PLAN.....	33
3.1 Introduction to Marketing	
3.2 Marketing Objectives	
3.3 Product Description	
3.4 Target Market	
3.5 Market size	
3.6 Competitors	
3.7 Market Share	
3.8 Sales Forecast/ Sales Projection	
3.9 Marketing Strategy	
3.10 Marketing Budget	

Diploma in Culinary Arts,
University of Technology MARA Campus Permatang Pauh,
13500 Permatang Pauh,
Pulau Pinang.

Puan Haslinda Binti Abdul Hamid,
Lecturer of ENT300,
University of Technology MARA Campus Permatang Pauh,
13500 Permatang Pauh,
Pulau Pinang.

28th JULY 2021

Madam,

SUBMISSION OF BUSINESS PLAN

Referring to the as the above matter that have been stated, we would like to submit our business plan as to fulfil the requirement of ENT300 course for report evaluation.

2. This business plan is to covers all the information regarding the proposed of the business such as business objectives, all the partner's background and partners' contribution during the business operation. It also involved the administration, marketing, the operation and financial plan.

3. We would like to express our gratitude for the cooperation that have been given among all the members throughout this challenging semester and support that we got from our kind lecturer.

Any further enquiries are always welcome as to improve for better outcomes and understandings of the proposed business.

Thank you.

Best regards,

..... AisYAH.....

(NURUL AISYAH BINTI LONG IBRAHIM)

GENERAL MANAGER CAFÉ DES AMIS

ACKNOWLEDGEMENT

First of all, praises and thanks to Allah S.W.T for His mercy and guidance in giving us full of strength to complete this business plan assignment. Even facing with some difficulties in completing this assignment, we still managed to complete it. A lot of thanks to our respected lecturer, Dr Haslinda Binti Abdul Hamid for all her support and guidance in helping us to finish our assignment that really test our abilities mentally and physically.

I would also like to acknowledge with much appreciation the crucial role of our teammates, which is Nurul Aisyah Binti Long Ibrahim, Aida Mariam Binti Nawi, Noor Amirah Binti Abu Talhah and Siti Norfatin Binti Ramli, who gave full cooperation in completing this assignment. Each of our teammates are willing to spend their precious time to get involved in finishing the business plan. This business plan will be not completed without their participation.

Besides that, not to forget to our parents at home, for supporting us mentally and physically during finishing this assignment throughout the whole process of doing this business plan.

Last but not least, I would like to thank our friends that willing to share some information and help us to completing our business plan successfully and in time.

Thank you.

EXECUTIVE SUMMARY

Café Des Amis is a new cafe that been operated in the Bangi Gateway, Seksyen 15, 43600 Bandar Baru Bangi, Selangor. We decided to start our café business at the centre of Bangi. Our café is the shop that serve food and beverages to the customers. The name of Café Des Amis being chosen because this café as evidence of our bonds as friends during our college time.

At the Café Des Amis, our main speciality are aromatic brew coffee beans and delicious pastry dish on our menu. Our coffee beans are regularly tested before brew to serve to the customers. Furthermore, we only serve the best quality and premium of coffee and pastry but there is also tea and pasta that were being bought freshly every day from our supplier to give the full satisfaction to our beloved customers out there. The customers might get everything they want from breakfast to teas time at our café.

Our café is the best choices for youngsters that love to have a chat. It is because our café is suitable for hangout with friends, serve 100% halal foods, large dining space. Other than that, we also design our café with unique interior that up to date as what younger generations now love. We tried to provide a good quality of café regards its reasonable price and high quality of coffee. Our café will be operated from Saturday to Thursday and closed on Friday. The café is being open to the customers from 8:30 am until 5.00 pm.

From our observation on people around the Bandar Baru Bangi, we are targeting a big scope of customers as our café is at the centre of the city. The customers are from the government staffs, university student, lecturer, teenager, residents, society, coffee's lover and local people. We believe that we can spread the happiness and positivity to people through our food and the coffee.

We believe in our hearts that someday in future, the Café Des Amis will be able to achieve our business goals. We can sure that because of our professional business managements such as administration, marketing, operation and financial. Our financial position statement that being supervise by our trusted financial manager. With the determination and work hard, we believe that we can be the best café that offer the best service and experience to our customers around the country.