

ENT 300
FUNDAMENTAL OF ENTERPRENUERSHIP

THE SPONGEE CAFÉ



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EXECUTIVE SUMMARY

Our Spongee Cafe is the right choice for customers. You can always meet the needs and wishes of the client. It is consistent with the current trend you want the food turn. Cafes are also established for images, tasks and purposes that must be achieved within a period of time. According to financial data, our cafe can achieve all your vision and missions over time. The benefits earned monthly, this cafe also extends very competitive with other competitors. According to the financial analysis of our coffee, we were able to conclude that the total sales acquired were in line with the earnings obtained. The investment made by each partner also provides good results by obtaining more than inverted quantities.

In addition, the issues raised in this business plan can be easily resolved. This can identify that it often leads to causing the cause that happens. All issues discussed in this business plan from financial finance are identified by each employee in the department. Through the creation of this business plan, our coffee can indicate how important business ideas of each department. So everyone will give your opinion. We identify the innovation that can be improved in the future to satisfy customer preferences. In addition to that, business ideas can give us more reasons to invest more our products. This can cause more sales and profits in our coffee. This is more invested in our products and services, and at the same time that our sales and profits will increase more, our business will be high. However, if someone gives you a bad idea in our coffee, we will have to face competition with strangers.

Last but not least, this specific knowledge will be used in the future. Positive side, this business plan has taught us the appropriate way from the beginning of the business plan to the end. In addition, small entrepreneurs who are more motivated to start businesses in the future will also help. If you are hoping to start your business, you will save this opportunity at the same time.

CHAPTER 1: INTRODUCTION

1.1 BUSINESS DESCRIPTION

1. Name of Business	: THE SPONGEE CAFE
2. Business Legal Entity	: Partnership
3. Nature of Business	: Service
4. Business Location	: Lot 12 Dan 12-A1, Jalan Megasakti Height 5,13600 Bukit Mertajam, Pulau Pinang.
5. Date of Commencement	: 24 May 2021
6. Factors in Selecting the Proposed Business	<ul style="list-style-type: none">• Cost of start up• Control vs responsibility• Profit to share or not to share• Taxation• Entrepreneurial ability• Risk tolerance• Financing• Continuity and transferability
7. Future Prospects of The Business	: To encourage more young people to start their own business To gain a lot of profit in the future

PURPOSE OF BUSINESS PLAN:

Create a business focus. The fundamental goal of a company plan is to define our future plans. These plans should include goals or milestones, as well as specific stages outlining how the company will achieve each step. The process of developing a roadmap for our goals can assist us in determining our business's focus and pursuing development. Obtain financing. A well-researched business plan is one of the first things private investors, banks, or other lenders look for before investing in our company. Investors want to know how we run our firm, what our revenue and expenditure predictions are, and, most crucially, how they will make a profit. Obtain the attention of executives. As our company expands, we most likely need to add executives to our staff. A business plan can assist us in attracting top talent and determining whether they are a suitable match for our firm.

BUSINESS BACKGROUND

1. Name of Business	: THE SPONGEE CAFE
2. Business address	: Lot 12 dan 12-A1, Jalan Megasakti Height 5, 13600 Bukit Mertajam, Pulau Pinang.
3. Correspondence address	: Lot 12 dan 12-A1, Jalan Megasakti Height 5, 13600 Bukit Mertajam, Pulau Pinang.
4. Website address	: www.thespongeecafe.com.my
5. E-mail address	: thespongee.co@gmail.com
6. Telephone number	:04-8661951
7. Fax number	:04-8664574
8. Business activity	: Bakery And Pastry Cafe
9. Date of commencement	:24 May 2021
10. Date of business registration	:24 August 2021
11. Registration Number	:HM153298746-Z
12. Name of Bank	: Malayan Banking
13. Bank account number	:551428964732