

**ENT300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**  
**BUSINESS PLAN**



**LITTLE GREEN CAFÉ**

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## EXECUTIVE SUMMARY

Little Green Cafe wants to introduce to people about the importance of eating healthy food. It is a cafe whereby people get to choose to eat healthy food with the correct portion according to the food pyramid. Little Green Cafe wants to inspire and encourage Malaysia citizens to eat healthy as we know Malaysia are in top place of highest obesity rate in Asia. We believe that it can help people to eat more healthily to keep their body in a normal weight. This also one of our initiative to help in reducing the obesity rate in Malaysia. Besides that, it is not only focuses on people who are obesity it is also for people who wants to keep their body in fit especially for those who loves to take care more about their body such as gym goers.

Little Green Cafe is located at D-G-9, Jalan Seksyen 3/38A, 43650, Bandar Baru Bangi, Selangor. This location is strategic because it has a lot of facilities such as transportation, parking spot and near the gym site. After through consideration and discussion, we have decided and determine to choose this place to open up our business. As, it provided a lot of facilities that can give advantages to us we choose this place as it can help our business to gain a lot of profit.

This business will operate six days a week and it is based on partnership where it consists of four members which hold important position in company which is headed by General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. This business capital is amounted to RM 85,500.00 where the total contribution of each member is RM 5,100.00 and the rest RM 60,000.00 is from Maybank's loan. The company will hire three workers which is barista, chef assistant and waiter to ensure our business going well.

From the loan support that we get from Maybank we are hopping and wishing to make Little Green Cafe will achieve a superlative profit and demand from the consumer and make our business grow bigger and well-known. Our business is expected to commence on 1 January 2022 and our vision to be the best and leading healthy food provider around Malaysia. In order to achieve this vision, we as partners must give all the effort and make a great teamwork to make our business well growth.

## 1.0 INTRODUCTION

### 1.1 BUSINESS DESCRIPTION

Name of the business	:	Little Green Café
Business address	:	D-G-9, Jalan Seksyen 3/38A, 43650, Bandar Baru Bangi, Selangor
Nature of business	:	Restaurant industry because it is providing food and drink.
Factors in selecting the purposed business	:	a) We want to provide healthy food to Malaysia citizen because there are only limited number of healthy café that were establish in Malaysia. b) Our intention is to help decreasing obesity rate in Malaysia. By that, we opened this café as one of our initiative to deal with this issue.
Future prospect of the business	:	a) We want to open up new branches to other state in next 5 years. b) We will produce the highest quality of food product and will continuously improve all aspect of our business.

### **1.1.1 PURPOSE OF BUSINESS PLAN**

1) The business plan helps to provide a clear path to achieve the goals and know our next step to do with the business. It is because the business plan already has guidelines as we the entrepreneur to follow. By doing this, we already know the details of our business such as the goals that we need to achieve and the master plan for next action.

2) The function of the business plan is to attract the investor to invest in your company. If we already have the business plan, all those questions that the investor needs to ask already have in our business plan. They can also review our business thoroughly by reading the business plan as they can know the next step in our business. The business plan can show the entrepreneur the potential of the business and it can be a guideline for the business management

3) The business plan helps the entrepreneur to manage in terms of finances. This is because in this business plan we can know where the money goes and what it is for. It is because the entrepreneur has already stated all the costs to operate the business establishment. Therefore, the entrepreneur can allocate and manage the money so that it will not be leaked and also can manage the budget for the business.