

COVER LETTER

Faculty of Health Science
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Kampus Bertam
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Pulau Pinang

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13200 Kepala Batas
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Madam,

Submission of Business Plan

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

2. This business plan covers all the information regarding the proposed business such as business objectives, partners background and partners contribution. It also consists of the administrative, marketing, operation and financial plan.
3. We would like to express our gratitude for the cooperation given among members throughout the semester and support that we get from our supervisor.

Any further enquiries are welcome as to facilitate better understanding of the proposed business.

Best regard,



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(NURADRIANA ATHIRAH BINTI SHAMSUL BAHARI)
General Manager of Pechan Coffee Enterprise

EXECUTIVE SUMMARY

Pechan Coffee will produce and provide coffee that is the first beverage people consume in the morning. Our primary strategy is to produce a type of drink that most customers cannot afford to experience in other places, which will satisfy their appetite. We also want to make a drink that encompasses all their needs and can be shared with their family and friends.

Since our company is listed as a new company in the market, it is clear that there are many aspects that we need to consider so that our company is able to compete in the market and meet customer needs, as there are many people involved in business nowadays.

In conclusion, we hope that Pechan Coffee will be a well-known food business throughout the country and be able to provide greater services from time to time. We also believe the demand for our coffee will increase every year with the increase in the human population. Last but not least, it is our pleasure to be the benchmark for other people who are interested in starting a drink business.

1.1 ACKNOWLEDGEMENT

With the blessing of the most gracious and the most merciful of all, I would like to express my deep sense of gratitude and appreciation to all those who gave us the possibility to complete this report. A special thanks to our respected lecturer, Madam Haslinda Binti Abdul Hamid, whose help, stimulating suggestions and encouragement, helped us to complete our project, especially in writing this report.

I would also like to acknowledge with much appreciation the crucial role of my teammates; Nur Umairah Binti Abd Aziz, Nur Miza Syafiqa Binti Muhammad Sani, Nur Hamidah Dayinni Binti Rosdi, and Nur Wajihah Binti Mazla @ Mazlan, who gave full cooperation in completing this project. Each of my teammates are willing to spend their precious time getting involved in finishing our business plan. This business plan could not be completed without my teammates' participation.

Of course, not to forget our parents at home, who we are beyond grateful for the endless support and encouragement received from them throughout the whole process of doing this project.

Last but not least, I would also like to thank our colleagues who were willing to share some information just so we could complete this business plan report on time.

Thank you.

1.2 INTRODUCTION TO THE BUSINESS



PECHAN COFFEE ENTERPRISE

Business name: Pechan Cofee

Business Legal Entity: Company

Nature of business: Drinks and beverage

Business address:

Factors in selecting the proposed business:

1. Get the highest request from the community
2. Introduced the new taste of coffee to the community.
3. To produced drink that simple to make and affordable for the customer to eat.

Prospects of the business in the future:

1. To make this drink to be known by the tourist not only Malaysian.
2. To make Pechan Coffee name be known in five years.