

ENT300
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ACKNOWLEDGEMENT

Assalamualaikum and here's are Bro's Coffee X Bread's Café business plan. As UiTM student, especially for campus Pasir Gudang, we had learned a lots of things in entrepreneurship for example like how to market our product, how to encounter the competitor and creativity in our business. All this element are very important for Bro's Coffee X Bread to be success in the future.

First of all, we would like to give thankful to our mighty god, Allah who gave us strength and capabilities to make research, readings, interviewing and collecting data needed until we had finished up this project.

After that, we want to give special thanks to our parents who always give support, advice and opinion based on their knowledge and life experience for sale of our business.

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EXECUTIVE SUMMARY

The Bro's Coffee X Bread is to serve the customer about new brand of ade coffee and bread with full variation of flavours and different ingredient. is business is based on partnership where it consists of five members which hold important position and also the founder in the company such as General Manager, Administration Manager, Financial Manager, Operational Manager and Marketing Manager. Our idea and inspiration is to made a handmade product of coffee and bread with full of flavours and cores with the lowest price comparable to others cafe product. The different types of flavours and cores can satisfied all customers taste demanded. Moreover, the uniqueness and innovation of our product and ingredients give a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in and out of Malaysia.

The start-up of our capital is amounted RM50, 000 for us to start our business. Each of our members will contribute RM3, 000 and the remaining RM35, 000 is from MARA. To make it more attractive and interesting, we decided to make variety of cores and flavours of coffee so that that it suitable for all generation. Moreo er nowadays, flavours is one of the important things in any products making so a new different flavours might be a new attraction to people. We try to implement the taste of Malaysian-food and western-food in our product.

We have done some research the demand of our type of product in Malaysia is high and increasing over the time. Furthermore, Malaysia is one of developed country and it quite busy during day time. Normally people who work during office hour and parents do not have much time for cooking. They also want to have foods which can give energy all day long sot that they can do their work effective and efficiently. So, they will prefer to buy our product which can provide fast and easy service, complete with nutrients and gives energy such as bread with variety of cores. It can help much in saving the time during lunch hour.