



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS PLAN: CAFFE DE LAND

KBA1115B

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EXECUTIVE SUMMARY

Café de Land is a form of business restaurant based on partnership which consist of five members. All of these members hold important position such as general manager, administration manager, marketing manager, operation manager and financial manager. The food that this company serve are unique which are likely of the café's theme. Moreover, this company provides many types of food and drink that suitable for all age. This company was located at 21-3, Jalan Maju Ria 2 Taman Sri Rampai, Wangsa Maju, 33300 Kuala Lumpur.

To make it more interesting and attractive, café de Land try to make something different with other cafés. This café was decorated like a forest to attract customer. This café provides good environment where kids and adult can enjoy the food while having their meal. Café de Land also provide birthday party where people can enjoy their precious time with family and friends. At this café, they focus on the meal that look similar with jungle environment and animals. For example, this café provides cute dessert with animal cartoon. Other than desert, this café also provides western food and one of their famous food are Thai Seafood Spaghetti.

The price for each food also suitable and not expensive. The prices were worth with the quality and services of the company. This because, the café's target customers are from all different occupation and age. Other than that, the café also does some online advertising such as created a Facebook page for the café and usually update about their café and meals. Nowadays, people like to try something new and viral, so this was help in their marketing strategy to improve their customers.

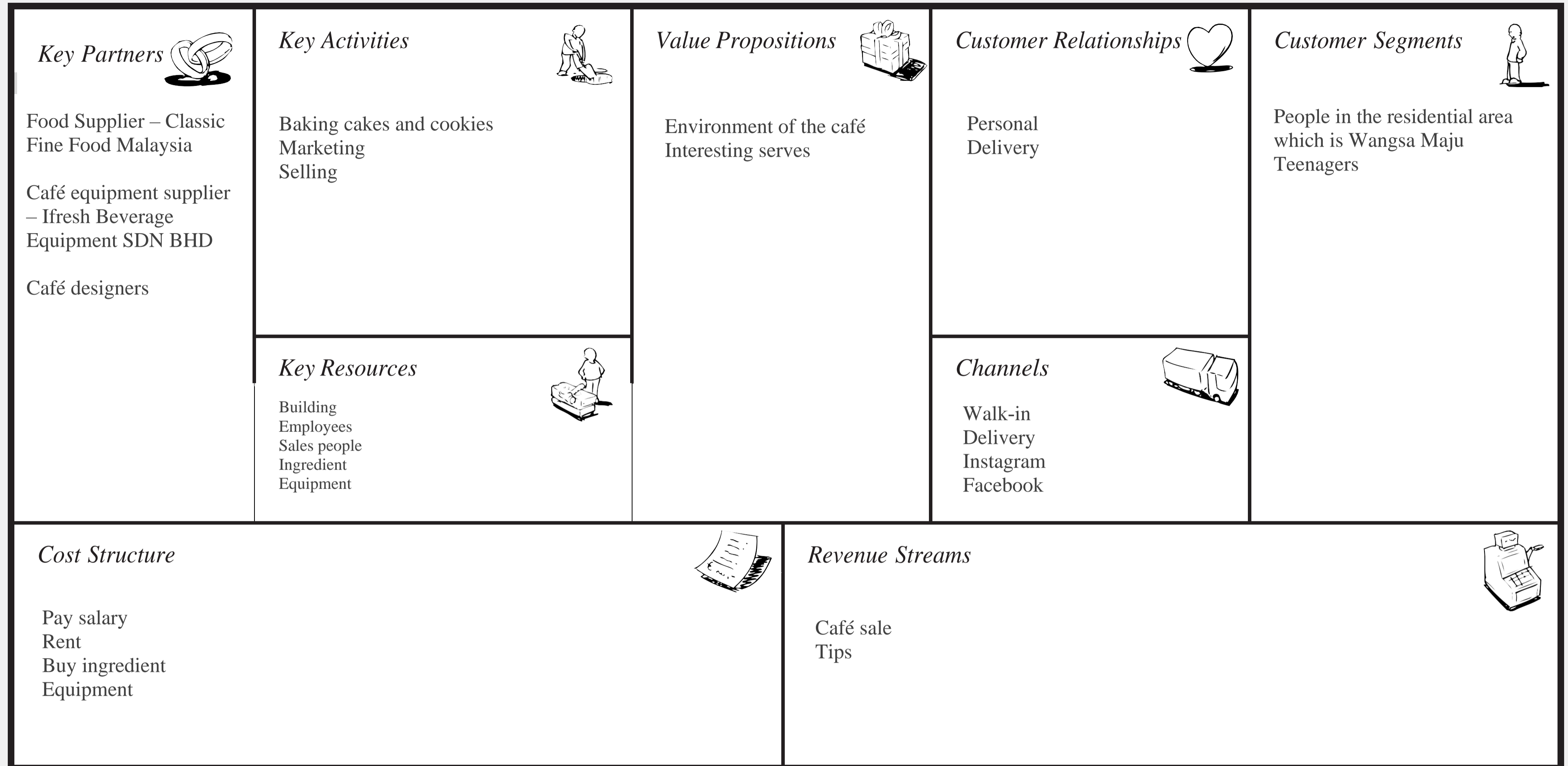
The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Iteration: No.



CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

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<i>i.</i>	Name of the business:	Caffe De Land
<i>ii.</i>	Nature of business:	Partnership
<i>iii.</i>	Industry profile:	Service
<i>iv.</i>	Business Location:	Caffe De Land, 21-3, Jalan Maju Ria 2 Taman Sri Rampai, Wangsa Maju, 53300 Kuala Lumpur
<i>v.</i>	Date of commencement:	5 May 2021

vi. **Factors in selecting the proposed business:**

a) **To serve an extraordinary dessert that everyone will be surprise**

b) **To let the customer, release their stress and feel the nature surrounding**

vii. **Future prospects of the business:**

a) **To open new branch Caffe De Land in the other state**

b) **To expend our Caffe De Land around the world**