



اَوْنِبُورِ سَيْتِي تَيْكُونُ لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**DIPLOMA IN BUSINESS STUDIES**

**(BA111)**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**REPORT ON BUSINESS PLAN**

**GROUP: KBA1115B**

**PREPARED BY:**

- |                                   |              |
|-----------------------------------|--------------|
| 1. NUR HAIKIMI BINTI AZMI         | (2019748071) |
| 2. NUR BALQIS BINTI AZIZUL RAHMAN | (2019979447) |
| 3. FATIMAH ZAHRA BINTI ELIAS      | (2019990377) |
| 4. SOFIA HANIM BINTI YUSRI        | (2019907389) |

**PREPARED FOR: NOR ANANIZA AZHAR**

**DATE OF SUBMISSION: 27/7/2021**

## TABLE OF CONTENT

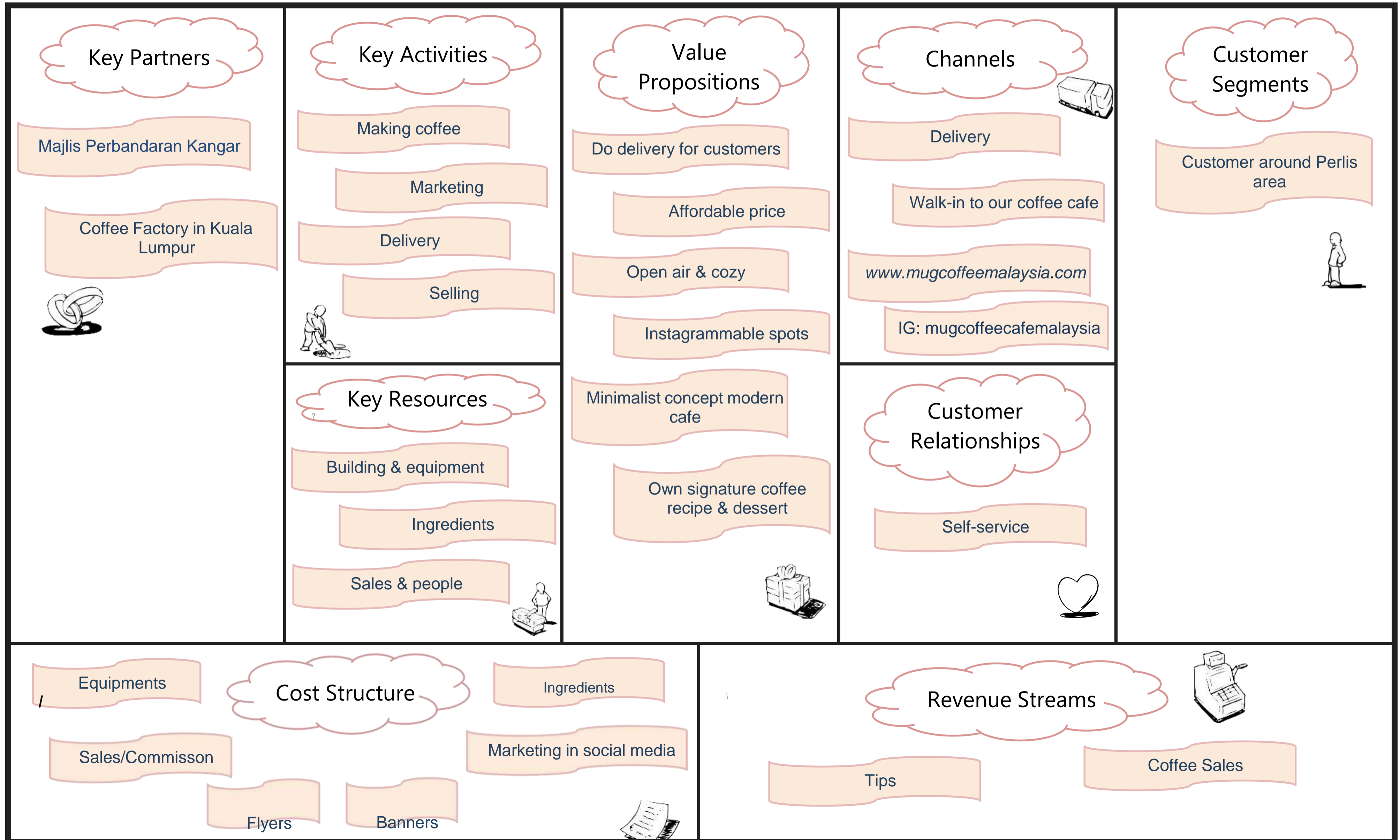
<b>Content</b>	<b>Page</b>
Executive summary	1
Business Model Canvas	2
Business plan	3 - 12
Organizational plan	13 - 21
Marketing plan	22 - 35
Operation plan	36 - 49
Financial plan	50 - 62
Conclusion	63

## **EXECUTIVE SUMMARY**

Mug Coffee Café is a partnership business where it consists of five (5) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM175,000 where the total contribution of each member is RM35,000. This café provides the best coffee that establish in Kangar, Perlis. We offer the best product and service for customers who want to drink coffee as a breakfast, lunch, or dinner. In the simple word, it suitable for anytime. Since we are a coffee lover, we want to give the best coffee drinks in town which the coffee beans are from Columbia. Thus, we aim to make sure that every customer who purchase our coffee is satisfied with it and will buy it again.

Our main activities are making coffee, marketing, delivery and selling. We use Instagram app on social media for promoting and advertising our business marketing. Besides, customers need to do self-service such as make an order by themselves and pick up their order by following the order number given. in addition, we also provide our own signature coffee and dessert with affordable price. Last but not least, to make it more attractive and interesting, we decided to design our coffee shop in minimalist theme since nowadays people love to take aesthetic picture for their social media content. So, we want to create a place for them to take the best shot of photos while enjoying their coffee with chill vibes.

# The Business Model Canvas ( Mug Coffee Cafe )



# CHAPTER 1: INTRODUCTION

## 1.1 INTRODUCTION TO THE BUSINESS

<i>i.</i>	<b><i>Name of the business:</i></b>	Mug Coffee Cafe
<i>ii.</i>	<b><i>Nature of business:</i></b>	Partnership
<i>iii.</i>	<b><i>Industry profile:</i></b>	Service
<i>iv.</i>	<b><i>Business Location:</i></b>	Pusat Bandar Kangar, 01000 Kangar, Perlis
<i>v.</i>	<b><i>Date of commencement:</i></b>	4/4/2023

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

**a)** We want to provide the best coffee to all coffee lover. This is because there are not many coffee shops in the area that we will be operating.

**b)** We interested in designing a coffee shop in minimalist theme since nowadays people love to take aesthetic picture for their social media content. So, we want to create a place for them to take the best shot of photos while enjoying their coffee with chill vibes.

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

**a)** We want to open up new branches in another city in the next 5 years. Our future prospect for this business is to open up new branches that can give coffee lovers to taste our own signature coffee. Since we are a coffee lover, we want to provide the best coffee drinks in town which the coffee beans are from Colombia.

**b)** We want to make our coffee cafe becomes well-known and we are planning to produce coffee flavored toast in the future and want to have our own factory to manufacture self-branding toast.