



UNIVERSITI TEKNOLOGI MARA

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
MULTI CORN CAFE

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## 1.2 EXECUTIVE SUMMARY

Our company name is MultiCorn Café. The business is in the form of partnership which is consisting of five members. Each partner contributes certain amounts of cash agree in our agreement. Our main business is selling grill corn, sweet corn and popcorn.

The purpose of our business is we want to be known as the first sabahan café that produce a product from single commodity from corn. Although there are many competitors of our business especially the moving stall and fast food that based on corn product that strictly competitive but, we confident that our business can success in the future. Our business is aimed getting the customer to be more familiar to the business and make sure our customer will satisfied with the corn product that we provide.

We had discussed that our business will be launched on 1 January 2014. The shops will be open 6 days a week (from Monday to Sunday) and we open from 8.00 am until 4.00 pm.

All partners are entitling in the business management .We have agreed Vitus Miun as General Manager, Mohammad Norizwan Bin Johnas Administration Manager, Stephanie binti Aminas financial manager, Nor Ain bintiWahininas marketing manager and Marina Anding as Operational Manager.

## 1.3 PURPOSE OF BUSINESS PLAN

Business Plan is a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake. The purpose of business plan is as a guideline to manage the business. It can be used as a guideline to have a clear picture of strategy for running the venture. Other than that is to obtain loan from a financial institution to run the business. We can get a loan through business plan by convince the financial institution that our business will get a high profit to pay back the loan.