



UNIVERSITI TEKNOLOGI MARA KAMPUS MUKAH

FACULTY OF BUSINESS MANAGEMENT

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT 300

BUSINESS PLAN

FREAKY COFFEEHOUSE

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9<sup>th</sup> SEPTEMBER 2016

LETTER OF SUBMISSION

Freaky Coffeehouse

Gerai No 5, Market Baru MDDM Mukah,

96400 Mukah, Sarawak.

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Mdm. Noor Emma Shamsuddin

Lecturer of ENT300 (Entrepreneurship)

UiTM Sarawak, Campus Mukah

96400 Mukah, Sarawak.

Dear Madam,

Re: Submission of Business Plan

As stated, I, Nilam Baiduri bt Sani, as the General Manager of the Freaky Coffeehouse, acting on behalf of my fellow group partners, would be interested in submitting our Business Plan for your reviewing purpose.

2. It is hoped that through the Business Plan proposed we are able to improve our financial base and also to further improve our presentation appropriately. All information should be available in the Business Plan included together with this letter.

Thank you for your kindness, guides and corporation.

## EXECUTIVE SUMMARY

The Freaky Coffeehouse is established primarily due to the fact that coffee is well received by the working class people, as shown by the market that we target. Generally, there is potential growth for the coffee brewing industry as there has been a shifting in trends with a strong demand for better quality coffees. Therefore, we will establish one coffee shop in Mukah, Sarawak for the start of our business. We plan to achieve double digit growth annually. The business will be financed by 5 people.

We have come out with different approach from other coffee shop. Using the expertise and experience of our partners, we able to secure quality coffee, delicious pastry and imported ice cream to serve here in market Malaysia. We have come out with a different strategy to entice the customers to our products.

Other than that, in line with the branding strategies that we have adopted, we have come out with a unique design of the coffee shop which will blend nicely into a cozy and comfortable environment, just the right one for our customers to indulge in their coffee and to have a peace in mind when dinning in our shop.

We plan to bring Freaky Coffeehouse brand to greater heights and have come out with an expansion plan for it. The first two years will be our pilot phase years in this line of business and will serve as a basis on indicator on how strong our brand holds in the market. Therefore, we will expand locally for the first two years first, and will continue expanding overseas starting from the third year. As the expansion plan progress on, we will consider franchising our business in which the expansion plans and management of the outlets will be at a smooth pace.

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## 1.0 INTRODUCTION

The name of our company is Freaky Coffeehouse after all partners in the company had agreed with it. Freaky Coffeehouse gives out a meaning that it is for those people who are always busy with work and we give them a chance to release their stress by enjoying our coffee and playing with the reptiles while waiting for the order. We specialize in an exotic coffee range and will offering a unique blend of superb quality at comparatively reasonable prices. The customer not only can enjoy the coffee but they also will be served with the most delicious pastry.

We don't have competitors here in Mukah town from the same kind of business but we have competitors from other beverages industry like Emily, ZenQ, Overdose, and also Sky18. We believe and trust that the people want to change their taste of drinks. We have a very good deal for couples, family or friends. They will have a very good time at our coffee house.

We are situated at Mukah town. We choose new town area because it was a new developing area in Mukah town. Although it was a new developed town, but it was so surprised to say that in here we can see a lot of facilities such as school, university, bank, supermarket, clinics and so on. Maybe you all are curious to know why we choose to locate at new town area Mukah for a coffee house like ours which is a new kind of thing and stuff for the people. We are actually new and we need to know how the people will react with our drinks and pastries. If we choose to locate at a crowded place, we will have to be ready for the risk the people would not want our drink.

We are confident to break the market with our new thinking, so we will try at a place that is not crowded but the people is still open to a new change, new stuff, new environment in a coffee house like ours. If the service is fast and the quality is good, people will come. Besides that, we want to make a new image at new town area Mukah as a pioneer of different taste of coffee.