



اَوْنَبُوْرَسِيْتِيْ بَاتِيْكَوْلُوْمِيْ بَاتِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA SARAWAK

DIPLOMA IN BUSINESS STUDIES (BM111)

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

TO-GATHER CAFÉ

PREPARED BY:

GROUP MEMBERS	NO MATRIX
DOREEN LIPPY DAUD	2015264448
SITI AISAH BT UMAR ALI	2015635328
ANDELINE MARIPA	2015492348
JENET LANGUB	2014326563

PREPARED FOR:

MADAM NOOR EMMA SHAMSUDDIN

SUBMISSION DATE:

22nd DECEMBER 2017

Diploma in Business Management,
Faculty of Business Management,
University Technology MARA,
Campus Mukah,
96400, Mukah,
Sarawak.

Madam Noor Emma Binti Shamsuddin,
Lecturer of Fundamental of Entrepreneurship (ENT300),
University Technology MARA,
Campus Mukah,
96400, Mukah,
Sarawak.

11 NOVEMBER 2017

Dear Madam,

SUBMISSION OF BUSINESS PLAN

Referring to above matter, To-Gather café would like to submit business plan proposal for entrepreneurship (ENT300) subject.

Details of partners are stated as follow:

1. Doreen Lippy Daud (2015264448)
2. SitiAisahbinti Umar Ali (2015635328)
3. AndelineMaripa (2015492348)
4. JenetLangub (2014326563)

2. The reason why we choose food and beverages industry because there is a potential and big business opportunity of this industry in Mukah District.

3. Through our submission report, we hope that we met the requirement for Fundamental of Entrepreneurship (ENT300) and satisfied with our business plan.

EXECUTIVE SUMMARY

This business is based on partnership where it consists of four (4) 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 RM50,000 where the total contribution of each member is RM10,000 except for the General and Admin Manager which contribute RM20,000.

To-Gather Café is the name of our company. To-Gather Café is located nearer to the Bus Terminal Mukah. Our correspondence address is Mukah town. To-Gather Café specialized in food and beverages such as waffles, takoyaki, corn cup, milk shake, ice blended and so on. We are providing a various types of food and beverages with a various flavour. The main product of our business is waffles. Differences size and shape make this waffles looks interesting and suitable to serve for any occasion. The simple steps and ingredients give a lot of benefit to our company and we are highly confident to be a well-known food and beverages company in Sarawak.

With the capital contribution as a support from each partner, we are hoping that we meeting the demand of each of our prospect. Most importantly, our customer will satisfy with our product and service quality. Our vision is to become a successful company that produce products and services that can fulfil customers demand. Cooperation and effort among the partners is very important in order to promote company.

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1.0 INTRODUCTION

To-Gather Cafe is the name of our company. We choose this name after all the partners have agreed with it. To-Gather Café brings a meaning by a place or café, where people will spend their time and gather with their love one at our Café. We got our cafe's name from words "TOGETHER" and "GATHERING".

We specialize in a food and beverages. To-Gather Café is providing a various type of foods and beverages, which are waffles, Takoyaki, Corn cup and milk shake and so on. We do have a competitor here from other kind of beverages industry which is Zen-Q and Share Tea. We believe that our products will attract the peoples because we know many people would like to taste a new taste of foods.

Our business is located nearer to the Bus Terminal Mukah. We have choosing this area to open up our business because we know that area have many potential customers. We can see many shop building, bank, and clinics and so on there. Besides, this area always crowded with peoples especially during holiday. That is why we choose this area.

We hope that our business is meeting the demand of each of our prospects. We also hope that To-Gather Café can run smoothly. The most important is, we want to make sure that every customers will satisfy with our products' and service's quality.