

MARA UNIVERSITY OF TECHNOLOGY SUNGAI PETANI



ARABICA BEANS CAFE

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TABLE OF CONTENTS

PAGE	PARTICULAR
I	LOGO
II – III	INTRODUCTION
1	BUSINES PLAN LETTER
2	TRANSMITTAL LETTER
3 - 4	PARTNERSHIP AGREEMENT
5 - 6	PROJECT LOCATION
7	BUSINESS PLAN PURPOSE
8	COMPANY BACKGROUND
9 – 13	PARTNERS BACKGROUND
IV	ADMINISTRATION PLAN
14	ORGANIZATION INTRODUCTION
15	ORGANIZATION CHART
16	OFFICE AREA PLAN
17	ARGANIZATION OBJECTIVE
18	ORGANIZATION STRATEGY
19	POST AND NO OF WORKERS
20 - 22	TASK DESCRIPTION
23 - 24	BENEFITS
25	ADMINISTRATION EXPENSES
V	MARKETING PLAN
26	MARKETING PLAN INTRODUCTION
27	MARKETING CONCEPT
28	MARKETING PLAN
29 - 30	MARKETING SIZE
31	MARKET SHARES
32	ADVANTAGE AND DISADVANTAGE OF COMPETITORS
33	SALES FORECAST
34 - 37	MARKETING STRATEGY (MENU PROVIDED)
38	MARKET EXPENSES
39	BUSINESS CARD
VI	OPERATING PLAN
40	INTRODUCTION

41	OPERATING ACTIVITIES
42 - 43	FLOW CHART PROCESS
44	AVERAGE PRODUCTION UNIT (PER DAY) FOR FOOD
45	AVERAGE PRODUCTION UNIT (PER DAY) FOR DRINKS
46 - 47	AVERAGE SUPPLIED FOOD (PER DAY)
48	PRODUCTION UNIT (PER MONTH) FOR FOOD
49	SUPPLIED FOOD (PER MONTH)
50	PRODUCTION UNIT (PER MONTH) FOR DRINKS
51 - 52	MATERIAL NEEDED PER MONTH
53 - 54	DETAILS OF MATERIAL REQUIRED PER SERVE FOR FOOD
55	DETAILS OF MATERIAL REQUIRED PER SERVE FOR DRINKS
56	EMPLOYEES
57 - 58	SCHEDULE OF EMPLOYEE
59 - 60	MACHINE EQUIPMENT NEEDED
61	OPERATING AREA PLAN
62 - 63	OPERATING LOCATION
64	OPERATING OVERHEAD
65	OPERATING EXPENSES
VII	FINANCIAL PLAN
66 - 67	INTRODUCTION
68	PROJECT IMPLEMENTATION COST
69 - 70	FINANCING SOURCES
71	LOAN REPAYMENT SCHEDULE
72	HIRE PURCHASE REPAYMENT SCHEDULE
73 - 74	DEPRECIATION OF FIXED ASSET
75	CASH FLOW FOR THREE CONSECUTIVE YEARS
76	TRADING PROFIT AND LOSS 2008
77	BALANCE SHEET 2008
78	TRADING PROFIT AND LOSS 2009
79	BALANCE SHEET 2009
80	TRADING PROFIT AND LOSS 2010
81	BALANCE SHEET 2010
VIII	APPENDIXS

Introduction

Arabica Beans Cafe is a business that serves especially Sungai Petani Town people 'Arabica Beans', a different and finest coffee beans from around the world such as Columbia, Brazil, Costa Rica and New Guinea.

The Arabica Beans is expected to operate in January 2003. Its concept is to create a range of distinctive, individually styled coffees by combining traditional craft skills with modern technology and equipment. The enterprise will quickly established a growing demand from customer who were no longer content with pre-pack commercial blends, but were in search of fresher, more flavorful alternatives. The success of Arabica Beans will grow with its reputation of providing an outstanding range of fine coffees presented in stylish and high quality packaging.

Otherwise, there is no such cafe in Sungai Petani Town that serves the people like ours cafe. We giving them a high standart service and lifestyle environment. So, the competetion almost does not exist. Its make our business easily to grow up and standing in the same level with other business that involved in the same business field like San Francissco, Coffee Beans, Starbuck and etc.

In long-term, potential to establish such business in Sungai Petani Town is very high. Because, 5 - 10 years from now on, Sungai Petani Town will be surrounded by a lot of Professional or elite people such as Professors, lecturers, doctors, managers, lawyers, engineers, executives, bankers, teachers and etc.