



اَوْنِوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN TOURISM MANAGEMENT

ENT300: Fundamental of Entrepreneurship

ASSIGNMENT:



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1.0 EXECUTIVE SUMMARY

Fundamentals of entrepreneurship as a part of our course subject designed to provide students with knowledge and exposure in the field of small business and entrepreneurship as well as introducing students with some of basic skills and tools than can be used by entrepreneurs in managing their businesses.

Our business, Borneo Lifestyle Café is a Partnership Company which provides various kind of Sabah traditional foods and local coffee. This business was planned and will be start in 2014, with our starting workers, 8 people including us as the main leader of this company.

Our business will be located in Suria Sabah Shopping Mall. This place is chosen because it is located right in the heart of the hustle and bustle of the city centre and is within walking distance to rows of food outlets, hotels and many more. Apart from that, this location is on the waterfront and listed as one of Kota Kinabalu's most popular places for shopping. It has over 200 shops provide very wide range of merchandise and services and attract thousands of visitors every day.

The characteristic of our company is focusing on our costumer from college students, workers looking for a place to unwind and tourists who visit the famous spot in Kota Kinabalu.

Our vision mission

BORNEO LIFESTYLE CAFE
"SEDAP BAH!"

We hope that our café, Borneo Lifestyle Café will be known as one of the famous spot in Kota Kinabalu as we are serving good quality food, finest coffee and services.