



UNIVERSITI TEKNOLOGI MARA  
FACULTY OF BUSINESS MANAGEMENT  
DIPLOMA IN BUSINESS STUDIES

(ENT300)  
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
F.E.M.E.S CAFÉ

PREPARED BY:

MOHD EFFEYZAN BIN KADIR  
SHERLYN BADARUDDIN  
EADITH V. MAJAWAI  
MILYANA RAYMOND  
FAZIRA LATID

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## 1.0 INTRODUCTION

Our company chose the concept of vintage coffee house known as F.E.M.E.S CAFÉ. Our idea of coffee shop is serving customer with the uniqueness of our own version of coffee cube. The idea of this café does not need to meet a large working space and wide premises. This business is only providing dessert and coffee which meets to the demand of the customers. The lack of coffee shops near the business district area is one of the reasons we chose to run his business in KK Times square. It also because we wanted to fulfill the demand needed of coffee shops in the downtown area of business center. Therefore, with the existence of our coffee shop we could fulfill the customer demand and satisfaction. Our coffee shop promises to deliver the best quality and quantity of goods which will be distributed to the customers.

This business has a potential to develop in the future because the number of competitor limited. It is also because of this coffee shop services got positive respond from the customer. Besides that, even though there will be other competitor, but we still can run our business because of our company offers a convenient price for our coffee. We believe that our business will get more initiative from the government by a few facilities that they provided such as a bank to loan money.

In conclusion, we are hoping that this Business Planning will bring benefits to all students in future if they want to get involved in the business industries. Without the help of this subject in our syllabus we are not able to do any business because the lack of knowledge based on Entrepreneurship. Last but not least, we hope that all the effort that we have done can contribute something useful for the others. We also hope that ENT300 can produce an effective student to get involved in business world.



## 1.1 BUSINESS PLAN PURPOSE

### 1.1.1 Vision

- To be one of the best local coffee shops in town owned F.E.M.E.S cafe.
- To expand our business by opening a new branch and develop a new F.E.M.E.S cafe in the future.

### 1.1.2 Mission

- To make the customers feel satisfy with our products and services.
- To provide the best coffee cube in city.

### 1.1.3 Business Purpose

- Cost Effective: F.E.M.E.S offer effective cost to the customer and every coffee lover can buy our product without any hesitation regarding our pricing of coffee and desserts.
- Convenience: To be the best convenient coffee shop where people can easily have access to our coffee shops.