



UNIVERSITI TEKNOLOGI MARA (UiTM)
SABAH

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
MOMOM CAFE

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INTRODUCTION

Our company's name is Momom Cafe, the name is originated from the Sabahan slang language which means eat. Momom Cafe is a family oriented, many cafe around Kota Kinabalu are family oriented, for example 'Warisan Ibu' and HOMES. Here, what make our cafe is more interesting and unique is that we are more focusing on family need where our cafe provide variety range of babies and kids food.

Momom cafe is the place where every family's members enjoy their food, which not focusing only for adult but also babies and kids food. In order to fulfil children basic needs, we introduces our new children healthy food outlets. We offer meals for all ages of kids.

The idea of Momom cafe comes when we saw people gathering with their family in a cafe or restaurant, there is no food provided for babies and kids. The parents had a hard time to feed their children, and parents usually gave unnecessary meal for their children. We found that parents are not quite aware of children eating habit. Upon this problem, we decide to open up something new for the family, as well as their children. We promise that every family that come to our cafe will experience more exciting and tantalizing menu for the whole family.

Plan location for Momom cafe is in the area of Alamesra, Kota Kinabalu. We choose this place as our location because of its strategic position where its complete with all facilities needed. Mostly the population of these areas are inhabited by married society. Thus we are sure that this is the suitable place for us to begin our business. Our actual target market is focused on children and parents. By the end of the year we hope our company will be well-known in Sabah