



UNIVERSITI TEKNOLOGI MARA
DIPLOMA IN TOURISM MANAGEMENT

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS REPORT:

TEA'S DELIGHT



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Executive Summary

Tea's Delight not just offers a variety of tea flavors for you but also providing the healthier tea's for you to drink. Tea's delight will offer you full range of favorable tea (hot and iced), as well as sandwich, waffle, muffins, pies, salad and cake for you to delight your day. Tea's Delight just not offering you the quality service and warm service but also provide you the relaxing atmosphere that represent you the higher standard of life in Malaysia

Opening a business in tea industry is less expensive than other beverages. The tea in Malaysia is growing rapidly. The demand of tea in market has increase from year to year. Now people rather choose to drinks a tea after knowing the benefit of tea in health. Tea is also a community option now because the price is cheaper and more economical. Because our target customers are come from all ages, we try to create a drink that suitable for their taste. That is why we come out with tea that have different favorable (hot and iced) and they can choose their own flavor to suit their own taste.

In order to make sure our business are successful we have prepare ourselves in term of knowledge to open about this business. We also had prepared administration plan, marketing plan include the marketing strategy, operational plan and the most important is financial plan to make sure the expenses not exceed the budget. We have arrange our organization chart to make sure that we carrying out our duties and in accordance with our respective roles. This also to preventing span of control where each manager can focus to their department efficiently and effectively.

We have also prepared a marketing plan as to ensure our business is a long term investment. By creating marketing strategies is to ensure that the public knows about the existence of our business. This is to ensure that we had identified our target market, our competitor, what are the probabilities of our market share before and after entering the market. Operational plan is also important to make sure that the business is able to produce product and delivery the product in the specific time by the specific customer as what had been plan in marketing plan.

Financial plan is the final step in preparing a business plan, it is important to determine the total project cost after preparing all budgets that pertaining to administration, marketing, and operational are complete. Lastly, we hope that our business Tea's Delight can be successfully organized and in the same time gained a profit to our member and contribute in our economic development in our state.



Declaration

We certify that this business proposal does not, to the best our knowledge and belief:

- I) Incorporate without acknowledge any material previously submitted for Diploma in any institution of higher education.
- II) Contain any material previously published or written by another person except where due references in made in the text or;
- III) Contain any defamatory material. We also grant permission for the library at University of Technology MARA Kota Kinabalu campus Sabah to make duplicate, copies of our business proposal (ENT 300).

Signature:

General Manager: Nur Ezza Aizura Binti Mohd Sedik

Date: 9th October 2010

Table of Content

No	Contents	Pages
01.	Acknowledgment	I
	Executive summary	ii-iii
	Declaration	iv
	List of Table	v
	List of Chart	vi
	Table of content	
02.	Introduction	1-2
	• Business location	3
	• Business logo	4
	• Business plan purposes	5
	• Business background	6
	• Partners background	7-10
	• Partnership Term Agreement	11-13
	• Business location map	14-18
03.	Administration Plan	
	• Introduction to administration plan	20-21
	• Introduction to organization	22
	• Company objective, vision and mission	23
	• Company address	24
	• Organizational structure	24
	• Organizational chart	25
	• List of administration personnel	26
	• Schedule of task and responsibilities	27-28

	<ul style="list-style-type: none"> • Schedule of remuneration • Employees incentive scheme • Floor plan of shop and description • Administration budget 	<p>28</p> <p>29</p> <p>30-31</p> <p>32-34</p>
04.	<p>Marketing plan</p> <ul style="list-style-type: none"> • Introduction • Objective and mission • Situation analysis • Product and service description • Target market • Market size • Market analysis • Market share and forecasted market share • Sales forecast • Marketing strategy • Marketing budget 	<p>36</p> <p>36-37</p> <p>37-38</p> <p>39-41</p> <p>42</p> <p>43</p> <p>44-45</p> <p>46-49</p> <p>50</p> <p>51-63</p> <p>64</p>
05.	<p>Operational plan</p> <ul style="list-style-type: none"> • Introduction • Objective and mission • Operational plan strategy • Process planning • Operational workflow • Material requirement planning • Operations budget • Project implementation schedule • Gantt Chart-Project Implementation Schedule 	<p>66</p> <p>67</p> <p>68</p> <p>69-70</p> <p>71-75</p> <p>76-80</p> <p>81-82</p> <p>83</p> <p>84</p>