



FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



PREPARED BY:

CLASS/GROUP: AS1145D1	
GROUP MEMBER NAME	STUDENT ID
MUHAMMAD HAIQAL BIN MOHD ZAINUDIN	2019240246
NURFAIZAH BINTI ABD GHANI	2019807432
NOOR FATIHAH ALIA BINTI MOHD ASHRI	2019419716
NORLAILI BINTI SULAIMAN	2019287518
NURUL MASHITAH BINTI MOHD HANAPIAH	2019298974

**DIPLOMA IN MICROBIOLOGY
FACULTY OF APPLIED SCIENCES**

MOON CAFÉ SDN BHD

**SUPERVISED BY:
DR ASIAH BINTI ALI**

SEMESTER OCTOBER 2021

TABLE OF CONTENT

EXECUTIVE SUMMARY	1
SECTION I: INTRODUCTION.....	3
1.0 COMPANY BACKGROUND.....	3
1.1 OWNER’S BACKGROUND	5
<i>1.1.1 General Manager</i>	<i>5</i>
<i>1.1.2 Administrative Manager</i>	<i>6</i>
<i>1.1.3 Marketing manager</i>	<i>7</i>
<i>1.1.4 Operational manager</i>	<i>8</i>
<i>1.1.5 Financial manager</i>	<i>9</i>
1.2 PURPOSE OF THE BUSINESS PLAN.....	10
1.3 DESCRIPTION OF BUSINESS	11
1.4 INDUSTRY BACKGROUND.....	12
SECTION II: PRODUCT OR SERVICE DESCRIPTION.....	16
2.0 PRODUCT AND SERVICE.....	16
2.1 UNIQUENESS OF PRODUCT AND SERVICE	16
SECTION III: MARKETING PLAN.....	19
3.0 MARKETING OBJECTIVES.....	19
3.1 TARGET MARKET	19
<i>3.1.1 Geographic</i>	<i>20</i>
<i>3.1.2 Psychographic.....</i>	<i>20</i>
<i>3.1.3 Demographic.....</i>	<i>20</i>
3.2 MARKET SIZE.....	21
3.3 COMPETITION.....	22

3.4 MARKET SHARE	23
3.5 SALES FORECAST	24
3.6 MARKETING STRATEGY	25
<i>3.6.1 Product Or Service Strategy.....</i>	<i>25</i>
<i>3.6.2 Pricing Strategy.....</i>	<i>26</i>
<i>3.6.3 Place Strategy.....</i>	<i>26</i>
<i>3.6.4 Advertising and Promotion Strategy</i>	<i>27</i>
3.7 MANPOWER PLANNING.....	27
3.8 MARKETING BUDGET	28
SECTION IV: ADMINISTRATION PLAN	29
4.0 THE VISION, MISSION AND OBJECTIVES.....	29
4.1 ORGANIZATIONAL CHART.....	30
4.2 LIST OF ADMINISTRATION PERSONNEL	30
4.3 SCHEDULE OF TASK AND RESPONSIBILITIES	31
4.4 SCHEDULE OF REMUNERATION.....	34
4.5 LIST OF OFFICE EQUIPMENT	35
4.6 LIST OF FIXTURE AND FITTING.....	36
4.7 ADMINISTRATION BUDGET	37
SECTION V: OPERATION PLAN	38
5.0 PROCESS PLANNING	38
5.1 OPERATIONS LAYOUT	42
5.2 PRODUCT PLANNING.....	43
5.3 MATERIAL PLANNING.....	44
<i>Table 5.3.1 Bills of Materials</i>	<i>44</i>

EXECUTIVE SUMMARY

The business of MOON CAFÉ is based on five leaders that are leading the future of the café together. All of the partners hold a crucial part in the organization. Here are our partners in MOON CAFÉ, first we have Ms Nurul Mashitah Binti Mohd Hanapiah as the General Manager, Ms Noor Fatimah Alia Binti Mohd Ashri as the Administrative Manager, Mr. Muhammad Haiqal Bin Mohd Zainuddin as the Marketing Manager, Ms Nurfaizah Binti Abd Ghani as the Operational Manager, and Ms Norlaili Binti Sulaiman as the Financial Manager.

The main objective of our company is to deliver the unique and heart full taste of chocolates to the netizens. As we all know chocolates had a different taste according to how it was made, fermented, and the ingredients added to the sweets while in the making process may indulge the end products chocolate's tastes. We make sure that our café only uses high quality and halal's chocolates and ingredients to protect our halal status and people's trust in us. We also work hard in order to satisfy our customers and leave the taste that will always be in someone's mind. The customers will always remember the taste of our delicacies and come back for that taste again.

MOON CAFÉ is a café that specializes in chocolates and cocoas. Did you know, chocolate could reduce heart disease risk and improve brain function? Eating chocolate once per day could have a good effect on your body. But visiting our café once a week could give you happiness and relax your mind. We offered the best sweets and refreshments. The star ingredients are chocolates. Since most of the chocolate café use alcohol in their desserts or serve wine in the café, their 'Halal' status was suspicious. Our café offers Halal chocolate sweets with no additional alcohol. We also only served Halal drinks and also no smoking environment inside our café.

Generally, as a chocolate specialized café, we produce chocolate-based sweets and refreshments. Adding chocolate and chocolate chips in a dough will produce chocolate chip cookies and spreading some molten chocolate on a fresh baked waffle will make chocolate waffles. Our target market is basically from all classes, from a little adorable toddler to older retired citizens, from low to high income consumers, basically, everyone who loves chocolates are welcome as our customers. Our target market is also foreigners who come to sightsee and

spend their holiday in our country. Our sweets are all affordable on par with the price of other café.

We produce a wide variety of chocolate delicacies through a lot of research about the type and taste that people would love. People love chocolate desserts such as brownies with Nutella chocolate topping, chocolate lava cake, double chocolate truffles, chocolate parfait and more. All these desserts were made by our expert chocolatier and the sight of them making chocolate delicacies is an experience one will never forget as the making of the chocolate sweets is an art itself. We always believed that our business would succeed due to its attention and slowly but surely gain market share. We also planned to expand our business across Malaysia then the other country and slowly became a world-renowned chocolate café and maker.