



اَبْنُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300) BUSINESS PLAN REPORT**



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EXECUTIVE SUMMARY

GOJESGURLS Cafe is a business that sells bakery and pastry products as well as provides customer service. This desserts cafe sells a variety of cakes, pastries, coffees, and refreshing drinks with berries as the main ingredient. As we know, berries are well-known fruit with a great nutritional profile. Berries are high in fiber, vitamin C, and antioxidant polyphenols. In our cafe, we use strawberries, blueberries, and cranberries as the base for every product on the menu.

Adults between the ages of 23 and 40, and teenagers between the ages of 13 and 19, are the most targeted customers in our business, as these two age groups are well known for their interest in healthy desserts and sweets. Furthermore, we are focusing on those who work because our company offers delivery services to customers, making it easier for the customers to buy and order our products.

The GOJESGURLS Cafe may well open in early 2020 at Emira Residence @ Shah Alam, Persiaran Sukan Seksyen 13, 40160 Shah Alam, Selangor. We believed that the chosen location was very strategic because Selangor had the largest population in our country. We began our business immediately after getting our Diploma in Business Administration.

The marketing strategy of GOJESGURLS Cafe is to exceed our customers' expectations by emphasizing the quality and value of our products and services. We would provide our customers with the best quality at a reasonable and inexpensive price. Aside from that, because our cafe's theme is "Living in Sweet Life," we will attract customers by using a creative and appealing design for our cafe shop.

Ms. Syarifah Nur Aryani, our General Manager, Ms. Nurul Izzati, our Administrative Manager, Ms. Nurul Alya Najma, our Marketing Finance Manager, and Ms. Nur 'Amilla Husnamillah, our Operational Manager make up our management team at GOJESGURLS Cafe.

Furthermore, to grow our business and make it more widely known to the public, we have taken the initiative to advertise our business products and services on social media platforms such as Instagram, Facebook, YouTube, and Twitter.

Last but not least, this business plan was created to keep customers healthy while also satisfying their wants and desires. This business plan will also serve as a guide for investors, as this company has a high likelihood of becoming one of the most successful in the industry. We can persuade capitalists, investors, and bankers to support the expansion of our business in this professional way.