



اَوْبُوْ سَيِّتِيْ تِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN: KOPI DUNIAWI

GROUP

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1.0 EXECUTIVE SUMMARY

Our business is named Kopi Duniawi. Kopi Duniawi serves beverages such as coffees and teas. We also served mouth-watering baked goods and snacks. The location of UiTM Pasir Gudang illustrates that most of our customers are student and staff who always consume the goods at a reasonable price. The workers and students who work and study there are our major objective, as our cafe is very close to some institutions and the workplace. Other than that, there are a few shopping complexes nearer.

We are the only café around the area that is the big attraction to our customers, and our shop is unique. With a reasonable price our marketing strategy concentrates more on the quality. By using social media, we also promotemore over our business and placed a very huge billboard at our cafe. We hope that many people there will know our cafe by doing this. We want our cafe become attraction, because it has its own signature and it's got some space for our Instagram, Facebook and other applications to capture shots.

2.0 BUSINESS DESCRIPTION

This Kopi Duniawi is a high tea café that emphasizes the concept of relaxation and simplicity. The casual ambiance of the cafe makes the customers present feel more comfortable to enjoy their food and drinks. This cafe has been enhanced with aspects that are in line with current trends or classic and are suited to be used as a place for pictures to be posted on social media. The combination of these two concepts is suitable for all ages because we want to emphasise the friendly situation where they can enjoy together their moments. We chose Kopi Duniawi as our business name because we like the trend sound pronunciation of the name Duniawi.

Our company's vision is to be one of the best cafes in all university all over Malaysia. Cafes like this are well-known in student circle, therefore the competition to be the best cafe is something that every cafe owner aspires to achieve. Although it is not an easy thing to achieve, Kopi Duniawi will do everything possible to promote the uniqueness and originality of our own cafe so that the name of Kopi Duniawi can stand out and be recognised by people.

Aside from that our vision is also to provide excellent services that cater to a good environment and well bonded relationship with customers. This is to deliver the best in our service to satisfy and meet the standard of customer needs, because customers are important objectives in the business, without them, the business would not run really well, so in line with our vision, Kopi Duniawi will provide a good service and establish good relationships with customers so that they feel more comfortable and pleasure with us and will come back to our cafe.

For our mission, we wish to become a well-known local cafe, attracting both student and citizen to enjoy high quality food and beverages in a comfortable and peaceful environment. In line with our mission of providing and ensuring the highest possible quality in all of our products and services. Furthermore, we also want to create a good and healthy work environment among employees and superiors, this is because good relations among employees are also very important to ensure the smooth operation of the business.