



اَوْبُنْ سَيِّدِي تَكُونُ لِي مَارَا
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DIPLOMA OF CHEMICAL ENGINEERING

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN:

KOPI & KREME CAFE

CLASS: J4EH1105A

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2.0 EXECUTIVE SUMMARY

In this business plan, students are required to plan a business or their start up with huge capital that will be invested. Generally, business plan is essential blueprint written by entrepreneurs before setting up a brand or a business. This paperwork assists them to plan accordingly and follow the allocated budget. This is this final ENT 300 final assessment to assess student's capability to be creative, innovative and knowledgeable in the world of entrepreneurship.

Once started with just a rough imagination for having a cozy yet aesthetic café that will make people life seems better. People love the aroma and richness of coffee. To complimented the coffee, the usually pair the beverage with desserts or pastries anytime that they desire. Even though aesthetic or minimalistic cafes has been scattered in Kuala Lumpur, it cannot be seen much in Johor. With all the knowledge of entrepreneurship, the young entrepreneurs have been decided to dedicate their sweat and tears on building their dream café called Kopi & Kreme Café. The concept of this café is English Contemporary with a hit of antique décor. Kopi & Kreme not just a café that serves rich, nutty art coffee or tea. It serves the mouth-watering handmade pastries and desserts. With the variety of food selection, people most probably enjoy their company in this beautiful café. The café is dedicated to those who loves coffee, workaholic and people who lives nearby.

In order to make everything become reality, there were 5 leaders that handle this project that consists of General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. They are the ones who determine to overlook and investigate each and every important element to build this café. Besides, they are in charge to grasp short and long-term opportunity of the business. There are various aspects of each planning that will be discovered throughout the business plan report.

3.0 BUSINESS DESCRIPTION

3.1 INTRODUCTION

Kopi & Kreme Café is based on four shareholders which consists of Administrative Manager, Operating Manager, Marketing Manager and Financial Manager. Nature of business of this café is emphasizing on the food and beverage. The primary motivation for starting this business is to expand the cuisine options available at Bandar Seri Alam with an accessible price for everyone, not just students. As it is a quick-service café which it brings convenience to people by saving their time and saving manpower cost. Furthermore, this café allows people in who live at a near radius to enjoy delicious deserts and delicacies.

Planning the business allows young entrepreneurs to gain knowledge on setting up new business. Other than that, this business plan is actually prepared for the bank in order to convince certain parties to cooperate and agree to make the dream to have this café become reality. For instance, the bank will check the entrepreneur bank account and budget to be invested in order to approve business loan. From there, it could determine whether this business plan will be profitable or otherwise. Kopi & Kreme café is looking forward that this proposal will definitely be beneficial to those who are keen to become entrepreneur in future days.

Therefore, we put our hopes high that this business operation will start smoothly on year 2021. As this being said because we want to ensure that everything is well planned and organized. Nonetheless, once this business is well executed, we pin one's hope on to flourish this business to become well known in Malaysia.