



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT300**

**BUSINESS PLAN**



**Tiny Delight**  
Coffee & Donut's Cafe

**UDA BUSINESS CENTRE, 21, JALAN PADI EMAS 1/5,  
81200, JOHOR BAHRU,  
JOHOR**

**FACULTY OF CHEMICAL ENGINEERING**

**EH110**

**GROUP:**

**J4EH1105C**

<b>NO</b>	<b>NAME</b>	<b>STUDENT ID</b>
<b>1</b>	<b>MUHAMMAD AIMAN HAFIZ BIN SAMIKON</b>	<b>2019203892</b>
<b>2</b>	<b>MUHAMAD AZRAEI ASYMAN BIN HASSANUDDIN</b>	<b>2019263992</b>
<b>3</b>	<b>NUR ARFA BINTI ZULKIFLI</b>	<b>2019277634</b>
<b>4</b>	<b>NUR MAYAMIN BINTI BAHARIN</b>	<b>2019441266</b>

**PREPARED FOR:**

**DR. WAN NUR FAZLINA BT ABDOL JANI**

**SUBMISSION DATE:**

**5<sup>th</sup> FEBRUARY 2022**

# Table of Contents

<b>EXECUTIVE SUMMARY .....</b>	<b>5</b>
<b>1.0 INTRODUCTION.....</b>	<b>6</b>
<b>1.1 Business Background .....</b>	<b>6</b>
<b>1.2 Purposes of Business Plan.....</b>	<b>7</b>
<b>1.3 Company Background .....</b>	<b>8</b>
<b>1.4 Company Logo/Motto .....</b>	<b>9</b>
<b>2.0 ADMINISTRATION PLAN .....</b>	<b>10</b>
<b>2.1 Organization Chart .....</b>	<b>10</b>
<b>2.2 Partner Background.....</b>	<b>11</b>
<b>2.3 Manpower Planning .....</b>	<b>16</b>
<b>2.4 Schedule of Tasks and Responsibilities .....</b>	<b>16</b>
<b>2.5 Schedule of Remuneration .....</b>	<b>17</b>
<b>2.6 List of Office Equipment, Office Furniture and Office Supplies.....</b>	<b>17</b>
<b>2.7 Organizational/Administrative Budget.....</b>	<b>18</b>
<b>3.1 Introduction to Marketing.....</b>	<b>19</b>
<b>3.2 Marketing Objectives.....</b>	<b>19</b>
<b>3.3 Target Market.....</b>	<b>20</b>
<b>3.3.1 Customers .....</b>	<b>21</b>
<b>3.3.2 Market Segmentation .....</b>	<b>21</b>
<b>3.4 Competitors and Competitive Edges.....</b>	<b>22</b>
<b>3.5 Market Size .....</b>	<b>23</b>
<b>3.6 Market Share .....</b>	<b>25</b>
<b>3.7 Sale Forecast .....</b>	<b>28</b>
<b>3.8 Marketing strategy .....</b>	<b>32</b>
<b>3.8.1 Products and Services .....</b>	<b>32</b>
<b>3.8.2 Pricing Strategy .....</b>	<b>33</b>
<b>3.8.3 Place and Distribution.....</b>	<b>34</b>
<b>3.9 Marketing Budget .....</b>	<b>35</b>
<b>4.0 OPERATIONAL PLAN .....</b>	<b>37</b>
<b>4.1 Process Planning.....</b>	<b>37</b>
<b>4.1.1 Introduction .....</b>	<b>37</b>
<b>4.1.2 Objectives of Operational Plan.....</b>	<b>37</b>
<b>4.2 Operation Layout .....</b>	<b>38</b>
<b>4.2.1 Symbols Used in Process Chart .....</b>	<b>40</b>
<b>4.2.2 Process Flow Chart.....</b>	<b>41</b>

4.2.3	Activity Chart .....	42
4.2.4	Sales Policy .....	43
4.2.5	Service Planning .....	43
4.3	Production Planning.....	43
4.4	Material Planning .....	45
4.5	Machine and Equipment Planning .....	47
4.6	Manpower Planning.....	48
4.7	Overhead Requirement.....	48
4.8	Business and Operation Hours .....	48
4.9	Operation Budget .....	49
4.10	Implementation Schedule.....	49
5.0	FINANCIAL PLAN .....	50
5.1	Introduction to Financial .....	50
5.2	Financial Performance .....	51
5.2.1	Administration Budget.....	51
5.2.2	Marketing Budget.....	52
5.2.3	Operational Budget .....	53
6.0	BUSINESS MODEL CANVAS.....	64
6.1	Key Partners .....	64
6.2	Key Activities .....	65
6.3	Value Proposition.....	65
6.4	Customers Relationship .....	66
6.5	Customers Segment .....	67
6.6	Key Resource .....	68
6.7	Channel Structure .....	68
6.8	Cost Structure.....	69
6.9	Revenue Stream.....	70
7.0	CONCLUSION.....	72
8.0	APPENDICES.....	73

## **EXECUTIVE SUMMARY**

This business was started by four smart persons where the business is directed by a General Manager, who is assisted by an Administration Manager, an Operational Manager, and a Financial Manager. The General Manager and Operational Manager both contributed RM 20,000 as capital, while the Operational Manager and Financial Manager each contributed RM 10,000, bringing the capital total to a substantial RM 60,000. After some consideration, the four of us agreed on the name Tiny Delight for our business. Our company is categorized as a food and beverage vendor where we serve doughnuts, hot and cold beverages.

Our company's purpose is to make high-quality doughnuts and beverages. Doughnuts are the type of food that people order to go since they are convenient and quick to eat. Nowadays, people's lives are consumed by never-ending work, and they are constantly rushing from one location to another. Everyone would love to wash down the delightful doughnut with a refreshing beverage. That is why we have included beverages on our menu. Not only did we select products that will fill and comfort our consumers' stomachs, but we are also pretty sure that our products are manufactured of high-quality materials. We would be horrified if we discovered that our customers experienced stomach aches or food poisoning. Furthermore, this could harm our company's reputation because customers may no longer want to buy our products.

We pay attention to what our customers want and need. We also make seasonal items. For example, for Christmas, we make gingerbread man-shaped doughnuts with adorable icing and buttons, pumpkin spice latte for Halloween, 'Ketupat'-like doughnuts for Eid Fitri, and many more. These products are available to become very popular among our customers.

Our cafe is also can become a tourist attraction because it features aesthetic elements that are quite trendy right now. Sitting at our cafe is relaxing and comfortable for our customers. Some of them come to complete their work while enjoying our beverage and doughnuts. they are also enjoy snapping photographs at our cafe. They have helped us increase the number of clients by taking pictures and sharing the locations of our cafe.

## **1.0 INTRODUCTION**

### **1.1 Business Background**

Our company is named Tiny Delights. Donuts and coffee are our main products. There are different types of donuts that we offer to our customers. You can find our store at UDA Business Centre, 21 Jalan Padi Emas 1/5, 81200, Johor Bahru, Johor. In particular, the location chosen can be considered strategic because it is near the city centre and also close to Dataran Johor, a major attraction for the public. It will entice many people to come into our store if we offer such an incentive.

There were four partners in the company. The company's management consists of Mr. Muhammad Aiman Hafiz as General Manager and Ms. Nur Mayamin as Administrative Manager. The Operations Manager is Ms. Nur Arfa and the Finance Manager is Mr. Muhamad Azraei Asyman.

Due to our skills and creativity, we provide our customers with interesting and tasty recipes that can impress people who eat our donuts. To meet customer demand and to accompany banquets, we also make high quality Liberica coffee drinks. The unique thing about our products is that we offer a limited and special menu of donuts every month that is packed with very high food quality. Moreover, the ingredients used to serve this are 100% Halal, without chemicals, and can be enjoyed by everyone.

Having been assured that our donuts were different from those sold by others, we took the risk to open the shop. People rarely open cafes that serve donuts as a primary menu item in this area, and there are few bakeries and cafes that serve donuts. Common donuts are known for their simplicity in flavour and shape. Hence, our donuts are different in taste and design when compared with regular donuts. The reason we chose this company is not just that it wants to earn profits, but also because we are confident in the taste of the donuts.

According to our survey, only a few people were interested in selling donuts. Compared to other foods, donuts aren't that exciting or fancy. The food is commonly sold on the street, but few people know how to make it taste better. To make our donuts look and taste delicious, we offer a wide array of flavours and shapes.