



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES.
DIPLOMA IN CORPORATE ADMINISTRATION**

ENT300 – FUNDAMENTALS OF ENTREPRENEURSHIP

**TOPIC:
BITE OF LIFE CAFÉ**

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EXECUTIVE SUMMARY

Bite of Life Café is a partnership-based company which consist of five people with a General Manager, Marketing Manager, Financial Manager, Operations Manager, and Human Resource Manager as partners. The amount of café's entire business capital is RM50,000, with each member contributing of RM10,000. Moreover, our café focuses on serving the best premium coffee, cakes, pastries, and other beverages for our valued customers. Aside from that, Bite of Life Café is located at Menara CIMB KL Sentral as we are targeting on the employees inside the building itself and other customers as well. Next, the address for our business is at Jalan Station Central 2, 5047, Kuala Lumpur.

Apart from that, Bite of Life Café offers a welcoming and comfortable environment for customers to relax and enjoy themselves while eating our high-quality pastries and coffee. In addition, our cafe's menus will include a variety of beverages and sweets from which customers can choose. Furthermore, we endeavor to develop an appropriate interior design for our cafe in order to ensure that our customers have the greatest relaxing experience possible alongside with acoustic music.

Finally, our customers can use social media to look upon at any promotions or menus presented in our café, which we market through social media. Plus, customers who enjoy trying new flavors of cakes, pastries, coffee, and beverages should visit our café since it is the right place for them. Thus, we strive to make sure that our customers are delight with our products and services in Bite of Life Café.