



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN CORPORATE ADMINISTRATION (AM120)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

TOPIC:

SWEET DREAM CAFE

PREPARED BY:

ZULIZA SYAZWANA BINTI ZULKIPLI	2020915465
NURUL QISTINA UZMA BINTI AHMAD MUNSHI	2020725591
NIK NUR HIDAYAH BINTI NIK MOHD ILMU MARADIN	2020761471
IZZATUR BALQIS BINTI MOHD JAINI	2020956765
NOR SYAZWANIE BINTI MASRI	2020956857

PREPARED FOR:

SIR ISKANDAR BIN ARIFFIN

SUBMISSION DATE:

09 January 2022

Table of Contents

1.0 INTRODUCTION	5
1.1 INTRODUCTION TO THE BUSINESS	5
1.3 BUSINESS BACKGROUND	7
1.4 PARTNERS BACKGROUND	8
1.4.1 General Manager	8
1.4.2 Administration Manager	9
1.4.3 Marketing Manager	10
1.4.4 Production Manager	11
1.4.5 Financial manager	12
1.5 BUSINESS LOCATION	13
1.5.1 Factors influencing Choice of Business Location	13
1.5.2 Office Location	14
2.0 ORGANIZATIONAL PLAN	15
2.1 INTRODUCTION TO THE ORGANIZATION	15
2.1.1 Vision	15
2.1.2 Mission	15
2.1.3 Objectives	15
2.1.4 Logo & Description	16
2.2 ORGANIZATIONAL STRUCTURE	17
2.3 ADMINISTRATIVE MANPOWER PLANNING	17
2.4 SCHEDULE OF TASKS AND RESPONSIBILITIES	18
2.5 SCHEDULE OF REMUNERATION	19
2.6 COMPENSATION AND BENEFITS	20
2.7 LIST OF OFFICE FURNITURE AND FITTINGS	22
2.8 LIST OF OFFICE EQUIPMENT	22
2.9 ADMINISTRATIVE BUDGET	23
3.0 MARKETING PLAN	24
3.1 INTRODUCTION TO MARKETING	24
3.1.1 Marketing Objectives	24
3.2 INTRODUCTION TO PRODUCT OR SERVICE	25
3.2.1 Market area and business location	28
3.2.2 Collect information and data of customers	28

3.2.3 Segmenting the market	30
3.3 TARGET MARKET	32
3.4 MARKET SIZE.....	33
3.5 COMPETITORS.....	34
3.5.1 ANALYSIS OF COMPETITORS	34
3.5.2 BUSINESS OPPORTUNITIES AND THREATS.....	34
3.6 MARKET SHARE	35
3.6.1 MARKET SHARE BEFORE ENTRY OF SWEET DREAM CAFE	35
3.6.2 MARKET SHARE AFTER ENTRY OF SWEET DREAM CAFE	35
3.7 SALES FORECAST	36
3.8 MARKETING STRATEGY	37
3.8.1 PRODUCT OR SERVICE STRATEGY.....	37
3.8.2 PRICE STRATEGY	37
3.8.3 DISTRIBUTION STRATEGY	38
3.8.4 PROMOTION STRATEGY	38
3.10 SCHEDULE OF TASK AND RESPONSIBILITIES	40
3.11 SCHEDULE OF REMUNERATION.....	40
3.12 LIST OF OFFICE FURNITURE AND FITTINGS.....	41
3.13 LIST OF OFFICE EQUIPMENT.....	41
3.14 MARKETING BUDGET	42
4.0 OPERATIONAL PLAN	43
4.1 OBJECTIVES.....	43
4.2 OPERATIONAL PROCESS.....	44
4.2.1 Activity chart	44
4.2.2 PROCESS CHART.....	46
4.3 OPERATIONS LAYOUT	48
4.4 PRODUCTION PLANNING	49
4.4.1 CALCULATION FOR OUTPUT PER DAY	49
4.4.2 POSITION AND NUMBER OF PERSONNEL	49
4.4.3 SCHEDULE OF TASK AND RESPONSIBILITIES	50
4.4.4 SCHEDULE OF REMUNERATION.....	50
4.5 MATERIAL PLANNING.....	51
4.5.1 FUNCTION OF MATERIAL	52
4.6 MACHINE AND EQUIPMENT PLANNING.....	53

1.0 INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

The Sweet Dreams Café is a Malaysian halal-certified café that serves various baked goods and coffee beverages in an aesthetic concept. The café's existence began with the dreams of five best friends who were currently a student at a local university in Malaysia, UiTM Seremban 3, Negeri Sembilan. They are very dedicated students. They have the same ambition, which is to be successful entrepreneurs and conducting a business together. Due to their deep interest in business, they have participated in various activities, campaigns, and programs that are related to business which was organised by the university and also by external parties in order to gain more knowledge and enhance their skills in this field. Their determination in the business field has increased their excitement in the business world. The effort that they put has shown success in this food industry business. The idea to establish The Sweet Dream Café sparks when they were instructed by their lecturer of Fundamentals of Entrepreneurship (ENT 300), Sir Iskandar Bin Ariffin, to prepare a business plan. This has opened up chances for them to achieve their ambitions to run a business. Therefore, they use this opportunity carefully to make their dreams come true due to the principle that they hold, which is "opportunity only comes once".

The Sweet Dreams Café is located at Banda Baru Bangi, Selangor, and this is where their new journey commences. It is a strategic place because it is close to several other cities. The business starts operating on 1 January 2020. It opens every day except on Monday. The business's hours starting at 10:00 a.m. to 10:00 p.m. The Sweet Dreams Café nature of business is private limited company. The industry profile of this café is food industry. They decides to open a café are due to the fact that they are so intense about anything relating to food or drinks. Food will make human happy, whether we prepares it or enjoys it. That is why they decide to establish this café, with the intention of bringing happiness to others as well. They want others to feel the same way they does. Apart from that, nowadays, café is the most popular destination to hang out for people with every range of age. This is because it always followed up trends through its concept, environment and art style of cafe which has made it as the best place to shoot a video or photo to social media. By doing this business, it will attract tons of customer. For the future prospects of the business, they are confident that this café will thrive since the current idea used will always up-to-date and will always excite the curiosity of people of all ages as well as future generations. They aims to enhance the business effectively along with their vision which is to be the top cafe in Malaysia that offer high quality baked food and coffee while enjoying the stress-free atmosphere.

1.2 PURPOSE OF BUSINESS PLAN

A business plan is essential before launching any business. It is a written document setting out a business's future objectives and strategies for achieving them.

Business plan is often use **to analyze and evaluate a prospective business endeavor in an objective, critical, and practical manner** which is important for an entrepreneurs. It is to guarantee that the entrepreneur can present an opinion and assess whether the business will develop or decline, as well as identify issues and solutions.

Aside from that, it is important **to assess and evaluate the viability of a suggested venture** so that we may know if the company's growth and development is expanding or not, and to offer a correct way to make the business more successful and beat the other competitors.

Apart from that, it is useful **in convincing relevant parties of the project's investment potential** in order to avoid underfunding because they can support us during our critical time, such as not having enough money to maintain the business's growth, by offering funds without worrying about whether we have to repay it later.

Furthermore, it may be used as **a guideline for company management** in order to prevent making the incorrect choice and messing up in the end since we can't identify what items we need to focus on first.