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FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)



TITLE

KOPI SENJA CAFÉ BUSINESS PLAN REPORT

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TABLE OF CONTENT

TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

- 1 INTRODUCTION
 - 1.1 Name of Business
 - 1.2 Nature of Business
 - 1.3 Industry Profile
 - 1.4 Location of the Business
 - 1.5 Date of Business Commencement
 - 1.6 Factors in Selecting the Proposed Business
 - 1.7 Future Prospects of the Business

- 2 PURPOSE
 - 2.1 To evaluate the project viability and growth potential
 - 2.2 To apply for loans or financing facilities from the relevant financial institutions
 - 2.3 To act as a guideline for the management of the proposed business
 - 2.4 To allocate business resources effectively

- 3 BUSINESS BACKGROUND
 - 3.1 Vision and Mission
 - 3.1.1 Vision
 - 3.1.2 Mission
 - 3.2 Organizational Chart
 - 3.3 Logo and Motto
 - 3.3.1 Logo
 - 3.3.2 Motto

- 4 BACKGROUND OF PARTNERSHIPS
 - 4.1 General Manager
 - 4.2 Administration Manager
 - 4.3 Marketing Manager
 - 4.4 Operational Manager
 - 4.5 Financial Manager

- 5 LOCATION OF BUSINESS
 - 5.1 Physical location of the project
 - 5.2 Building

5.3 Basic amenities

6 MARKETING PLAN

6.1 Marketing Objectives

6.1.1 New business

6.2 Description of products

6.3 Target market

6.3.1 Geographic Segmentation

6.3.2 Demographic Segmentation

6.4 Market Size

6.5 Competitors

6.5.1 Identify competitors

6.5.2 Ranking of the competitors

6.6 Market Share

6.6.1 Market share before the entry of Kopi Senja Cafe *business*

6.6.2 Adjusted market share after the entry of Kopi Senja Cafe

business.

6.7 Sales forecast

6.7.1 Sales forecasting (RM)

6.7.2 Sales forecasting (Unit)

6.8 Market strategy

6.8.1 Product

6.8.2 Price

6.8.3 Place

6.8.4 Promotion

6.8.4.1 Business card

6.8.4.2 Flyers

6.8.4.3 Banner

6.8.4.4 Social Media

6.8.4.5 Signboard

6.9 Organization Chart for Marketing Department

6.10 Manpower Planning

6.11 Schedule of Task and Responsibilities

6.12 Schedule of Remuneration

6.13 Marketing Budget

7 OPERATIONAL PLAN

7.1 Component of Operating System

7.1.1 Business Input

7.1.2 Transformation Process

7.1.3 Output

7.1.4 Feedback

7.1.5 External Environment

7.2 Process Planning for Manufacturing

- 7.2.1 Symbol of Process Chart
 - 7.2.2 Process Flow Chart
 - 7.3 Operations Layout
 - 7.4 Product Planning
 - 7.4.1 Sales forecast per month
 - 7.4.2 Number of outputs per day
 - 7.4.3 Number of units per hour
 - 7.5 Material Planning
 - 7.5.1 Material Requirement Planning
 - 7.5.1.1 Raw Material Required per Month
 - 7.6 Machine and Equipment Planning
 - 7.6.1 Amount of machine and Equipment Required
 - 7.6.2 List of Machine and Equipment
 - 7.6.3 List of Machine Suppliers
 - 7.6.4 Machine and Equipment
 - 7.6.5 List of Kitchen Tools
 - 7.6.6 List of Furniture and Fittings
 - 7.7 Manpower Planning
 - 7.7.1 Organization Chart for Operation Department
 - 7.7.2 List of Operation Personnel
 - 7.7.3 Schedule of Task and Responsibilities
 - 7.7.4 Schedule of Remuneration
 - 7.8 Overhead Requirement
 - 7.8.1 Operations Overhead
 - 7.8.2 List of Overheads
 - 7.8.3 List of other Expenses
 - 7.8.4 List of Packaging Cost
 - 7.9 Total Operation Cost
 - 7.10 Cost Per Unit
 - 7.11 Productivity Index (PI)
 - 7.12 Location Plan
 - 7.13 Business and operations hours
 - 7.14 License, permits and regulations required
 - 7.15 Operations Budget
 - 7.16 Implementation Schedule
- 8 ADMINISTRATION PLAN
- 8.1 Organizational Chart for Administration Department
 - 8.2 Manpower Planning
 - 8.3 Schedule of Task and Responsibilities
 - 8.4 Schedule of Remuneration
 - 8.5 Office Furniture, Fitting and Office Supplies
 - 8.6 Pre-operating Cost
 - 8.7 Business Deposit

8.8 Administration Budget

9 FINANCIAL PLAN

9.1 Operating Budget

9.1.1 Administrative Department

9.1.2 Marketing Department

9.1.3 Operations Department

9.2 Project Implementation Cost and Sources of Finance

9.3 Fixed Asset Depreciation Schedule

9.4 Loan and Hire Purchase Depreciation Schedule

9.5 Proforma Cashflow Statement

9.6 Proforma Income Statement

9.7 Proforma Balance Sheet

9.8 Financial Ratio Analysis

9.8.1 Liquidity Ratios

9.8.1.1 Current Ratios

9.8.1.2 Quick Ratios

9.8.2 Efficiency Ratios

9.8.2.1 Inventory Turnover Ratios

9.8.3 Profitability Ratios

9.8.3.1 Gross Profit Margin

9.8.3.2 Net Profit Margin

9.8.3.3 Return on Assets

9.8.3.4 Return on Equity

9.8.4 Solvency Ratios

9.8.4.1 Debt to Equity

9.8.4.2 Debt to Assets

9.8.4.3 Time Interest Earned

10 BUSINESS MODEL CANVAS

11 CONCLUSION

APPENDICES

PARTNERSHIP AGREEMENT

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

KOPI SENJA CAFÉ distributed these coffee-based cafes to attract customers with our various coffees such as Americano, Coffee Latte, Cappuccino, Caramel Macchiato, Maroccino, and the most important part is our specialty menu of Blonde Coffee. Besides that, we also provide some pastries such as a cream cheese bagel and blueberry muffins. We chose to manufacture these products because people nowadays enjoy visiting cafes that serve a variety of delectable appetizers and coffees. KOPI SENJA CAFÉ products are also made with high-quality ingredients. We buy from supplier relationships that provide high-quality products at affordable prices. As a result, it will benefit both parties as customers will receive premium goods from our café, and at the same time, we will also get a lucrative profit. We also have high-quality raw materials such as flour, sugar, eggs, milk, and coffee. Besides that, KOPI SENJA CAFE also provides additional services to our customers such as online purchases that include delivery services, this makes it easier for customers who want to buy products from our cafe from their current location. We strive to achieve our concept by providing high-quality packages because we value customers as opposed to making huge profits. KOPI SENJA CAFÉ is located at 47 Jalan Plumbum, P7/P, Seksyen7, 40000, Shah Alam. Our competitors were RichiAmmo Coffee, Starbucks, and Kopi Saigon. Each of them has a unique skill set. This business started on the 1st January 2023 which the partners of the business has just done with their diploma. In order to market our products to consumers, our cafe must create a product strategy that includes a brand name, labeling, after-sales service, and delivery service. Then, as part of our marketing strategy, we will use social media sites such as Instagram, Facebook, and Twitter, as well as free testers. This will not only increase product sales but will also help to keep our cafe's reputation intact. The management team for Kopi Senja Café consists of 5 managers which are General Manager, Muhammad Irfan Naquiddin, Administration Manager, Muhammad Fathurrahman, Financial Manager, Muhammad Arif Imran, Operation Manager, Amir Redzuan, and Marketing Manager, Muhamad Arif. The expected monthly sales of this business is RM45,669.10 which will make us able to pay for the cost of the business for a month. The sales forecast for the first year is RM548,029.20

INTRODUCTION

1. INTRODUCTION

1.1 Name of the Business

Our business is called KOPI SENJA CAFÉ. The reason to manufacture these products because people nowadays enjoy visiting cafes that serve a variety of delectable appetizers and coffees. Furthermore, the idea of KOPI SENJA CAFÉ is when speaking of dawn, it is closely related to the atmosphere. Quiet, warm, calm, and peaceful. Dusk is the best time to relax, and hang out with friends at the nearest coffee shop. Dusk is also an excuse for those who are busy working from morning to evening, to simply sip coffee while enjoying the beauty of the sky.

1.2 Nature of the Business

KOPI SENJA CAFÉ is a coffee-based partnership business that sells a variety of delectable appetizers and coffees such as Americano, Coffee Latte, Cappuccino, Caramel Macchiato, and Maroccino.

1.3 Industry Profile

KOPI SENJA CAFÉ is under Food & Beverage (F&B) sector. The coffee market is comprised of 5% from the F&B market in Malaysia. The coffee market in Malaysia was equal to 30.30 million USD (calculated in retail prices) in 2014. Until 2024, the coffee market in Malaysia is forecast to reach 60.28 million USD (in retail prices), thus increasing at a CAGR of 6.50% per annum for the period 2019-2024. The average consumption per capita in value terms reached 1.00 USD per capita (in retail prices) in 2014. In the next five years, it grew at a CAGR of 6.98% per annum. In accordance with the advancement of consumers' environmental and ethical consciousness, certified coffee is gaining popularity over the last few years. Particularly on the European market, both production and sales of sustainably-produced coffee have surged more than the segment of conventional coffee. Furthermore, the desire for organic coffee is also growing, since it is free from chemicals and pesticides and is considered safer. Today, coffee is mostly perceived as an artisanal product, rather than just an energy drink. Therefore, most of coffee drinkers prefer locally owned coffee shops and high-quality and specialized coffee products such as flavored coffee. They are also

willing to pay more for a unique coffee experience that impact all senses. As a result, coffee roasters and baristas incorporate new techniques by exploring the properties of coffee, such as cold coffee brewing with nitrogen. Thus, coffee shop is the most suitable business to be run and will get the most profit based on the current trending.

1.4 Location of the business

KOPI SENJA CAFÉ is located at 47 Jalan Plumbum, P7/P, Seksyen7, 40000, Shah Alam. This location is a very strategic area because it is close to residential areas. Hence, it will draw a large number of people to our cafe.

1.5 Date of business commencement

We registered our corporation on 5th December 2022. Our partnership operations began on 1st February 2023, the same day it was established.

1.6 Factor in selecting the proposed business

We chose the cafe as our business because it specializes in pastries that are suitable for people of all ages, including children, teenagers, and the elderly. Everyone in modern culture enjoys spending time reading and working in cafes. It was a peaceful setting where we could unwind with a cup of coffee and a delicious dessert. Furthermore, we created a one-of-a-kind decor with a classic theme for our cafe. The cafe place is also very strategic and gives us the highest chances to grow.

1.7 Future prospects of the business

KOPI SENJA CAFÉ future plans are that once we have a consistently profitable result, we will reinvest in our cafe to grow and improve the overall business, including improving the menu design, and expanding our cafe to other branches. As a local cafe, we believe our business will expand in the future, and we hope to open additional locations throughout Malaysia and around the world. We do have a new menu with low prices and high quality. Running a business can be intimidating, particularly if you are a first-time entrepreneur. Every business will

face numerous competitors, but we believe that success comes with challenges. As a result, in order to succeed, we must be willing to face numerous challenges.

PURPOSE

2.0 PURPOSE OF BUSINESS PLAN

A business plan is a collection of papers created by a business's management to describe the business's marketing, operational, and financial goals for the near future. After we started our business, it gave us step-by-step instructions. As a result, it provides a concept for achieving specific corporate goals. The goal of this business plan is critical for a new business like ours, KOPI SENJA CAFÉ, because it may allow us to stay in the Malaysian market for a longer period of time.

2.1 To evaluate the project viability and growth potential

Businesses evolve and adapt over time, and factoring future growth and direction into the business plan can be an effective way to plan for changes in the market, growing or slowing trends, and new innovations or directions to take as the business grows. Although clarifying direction in the business plan lets you know where you're starting, future vision allows you to have goals to reach for. It is an entrepreneurial roadmap developed following a thorough examination of the entrepreneur's strategy, which includes marketing, sales, and other areas. This business plan assists in identifying the organization's strengths, weaknesses, opportunities, and threats (SWOTS). Strategies assist us in defining our business and providing it with a set of values and goals. It enables us to comprehend what it takes to expand our business. It serves as a road map for our business, directing us and identifying useful rest stops along the way.

2.2 To apply for loans or financing facilities from the relevant financial institutions

As you start your business, and even as your business moves along, you will constantly need to concern yourself with financing your business. Financing concerns begin with the start-up costs and then continue with business expansion and new product development. Private investors, banks or any other lending institution will want to see how you plan on running your business, what your expense and revenue projections are and whether or not your plans for the future are attainable with the business you have created. All of this can be answered by a well-written and thorough business plan. Fundraising is required for the partnership. A financial strategy is the most important thing a small business requires. It serves as a road map, guidelines, and reminders of your business's goals for the short and long term. It outlines

potential costs and attempts to address future expense management possibilities.

2.3 To act as a guideline for the management of the proposed business

A comprehensive strategy for how our cafe will operate is required for its operations to run smoothly and effectively. With that said, you must surround yourself with good people, but you must also provide something for them to work effectively together and independently. It is essential to determine business roles, who is responsible, and to whom everyone will report.

2.4 To allocate business resources effectively

The business plan can serve as a roadmap for our management as they build the business in line with our objectives. It will help periodically ensure that this business is moving in the right direction toward the goal. Having a single, easily accessible guideline makes things easier for us anytime there is any uncertainty. This collaboration arrangement will ensure that we are on the same page anytime a decision regarding the Kopi Senja Cafe needs to be made. Business plans ensure that we adhere to our strategy in order to fulfill the organization's vision and goal in terms of management, marketing, operation, administration, and finances.

BUSINESS BACKGROUND

3.1 Vision and Mission

3.1.1 Vision

Kopi Senja Café is dedicated to be one of the most popular brand in Southeast Asia.

3.1.2 Mission

Delivering the greatest experience through premium coffee to begin your day better and to ensure that each of our customers is satisfied and always gives the best feedback on the service and menu items that have been set in our cafe.

3.2 Organizational Chart



3.3 Logo and Motto

3.3.1 Logo



Figure 3.2 KOPI SENJA CAFÉ Logo

Speaking of dawn, it is closely related to the atmosphere. Quiet, warm, calm, and peaceful. Dusk is the best time to relax, and hang out with friends at the nearest coffee shop. Dusk is also an excuse for those who are busy working from morning to evening, to simply sip coffee while enjoying the beauty of the sky. This is why coffee shops are always crowded before sunset, especially on weekend nights.

3.3.1 Motto

The motto of our café is like coffee, love is a matter of taste not words.

MARKETING PLAN

6. Marketing Plan


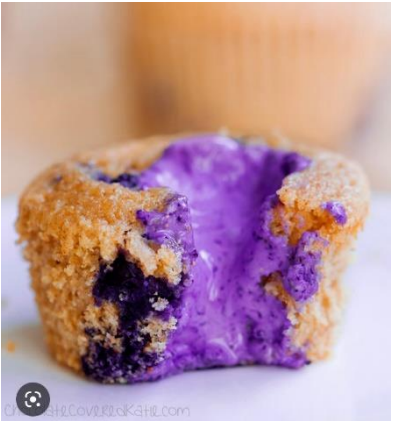
6.1 *Marketing Objectives*




6.1.1 New business


Kopi Senja Cafe is a new business that aims to deliver the best experience through premium coffee, ensure that each of our customers is satisfied, and always give the best feedback about the service and menu items that have been set in our cafe. The uniqueness of our product is that we provide a variety of coffee drinks and pasteries. In addition, this business aims to ensure that residents around Shah Alam, Selangor, can taste premium coffee at a reasonable price compared to other coffee shops.



6.2 Description of products


Table 6.1 Product Description

Types	Description	Product	Price
Features	<ul style="list-style-type: none"> • Bagel is a type of bread roll with a special 0-ring shape. • It is characterized by a shiny, tough crust and a chewy crumb. • Has a topping in it which is cream cheese. 	<p>Cream Cheese Bagel</p> 	RM 9
Materials	<ul style="list-style-type: none"> • For the bagel, we just use readymade bagel. • For the topping (cream cheese), only three ingredients are needed: full fat whole milk, lime juice and salt. 		
Benefits	<ul style="list-style-type: none"> • The calories in the bagel are low. • The manufacturing process is simple and fast. 		
Features	<ul style="list-style-type: none"> • Muffin is a small domed spongy cake. • It is characterized by moist crumb, chewy texture, and peaked (bell-type). • Has a topping on the top which is the crumb topping. 	<p>Blueberries Muffin</p> 	RM 5
Materials	<ul style="list-style-type: none"> • For muffins, we just use ready-made muffins. • For the blueberry 		

Types	Description	Product	Price
Benefits	<p>topping or jam, only four ingredients are needed: frozen/fresh blueberry, granulated sugar, lemon juice, corn flour</p>	<p>Strawberries Muffin</p> 	
	<ul style="list-style-type: none"> • Muffins are low in sugar and high in whole grains, protein, and fiber. • It is good taken when breakfast 	<p>Chocolate Muffin</p> 	
Features	<ul style="list-style-type: none"> • A coffee latte is simply a shot or two of bold, tasty espresso with fresh. • Sweet steamed milk over it. 	<p>Coffee Latte</p> 	RM 8.50
Materials	<ul style="list-style-type: none"> • Milk • Brewed dark roast espresso coffee. 		

Benefits	<ul style="list-style-type: none"> • Help in preventing cardiovascular disorders • Aid in burning fat 		
Features	<ul style="list-style-type: none"> • Cappuccino has an even distribution of espresso, steamed milk, and foamed milk. • Latte has more steamed milk and a light layer of foam. 	<p style="text-align: center;">Cappuccino</p> 	<p style="text-align: center;">RM 8</p>
Materials	<ul style="list-style-type: none"> • Milk • Finely ground dark roast coffee. 		
Benefits	<ul style="list-style-type: none"> • Help in the stimulation of mind and mental alertness. 		

Types	Description	Product	Price
Features	<ul style="list-style-type: none"> • Marocchino is an Italian beverage • Made by layering cocoa powder, espresso, and milk foam in small glass. 	<p>Marocchino</p> 	RM 9
Materials	<ul style="list-style-type: none"> • Illy espresso • Hot chocolate • Fresh whole milk • Cocoa powder 		
Benefits	<ul style="list-style-type: none"> • Efficient stress buster • Prevents dizziness 		
Features	<ul style="list-style-type: none"> • Simply an espresso that has been poured over hot water. • The cream rises to the top • With Oily richness preserved. 	<p>Americano</p> 	RM 7
Materials	<ul style="list-style-type: none"> • Hot water • Brewed espresso 		
Benefits	<ul style="list-style-type: none"> • Fastens the calorie breakdown process • Helps in better performance in a physical workout. 		

Types	Description	Product	Price
Features	<ul style="list-style-type: none"> • Has less milk than a latte • Stronger in flavor and more concentrated • One shot of espresso while the latte has 2 shotsof espresso 	<p style="text-align: center;">Caramel Macchiato</p> 	RM 9.60
Materials	<ul style="list-style-type: none"> • Vanilla-flavored syrup • Milk • Cold Brew Concentrate-House Blend • Caramel sauce 		
Benefits	<ul style="list-style-type: none"> • Efficient stress buster • Prevents dizziness 		

6.3 *Target market*

6.3.1 Geographic Segmentation

Our cafe will be located at 47 Jalan Plumbum, P7/P Seksyen 7, 40000, Shah Alam. The reason why we choose this location is because of how strategic it is. This location is basically surrounded by residences, schools, and other shops that will eventually make the employees come for a snack. As for that, this location will be the best location for our cafe.

6.3.2 Demographic Segmentation

KOPI SENJA CAFE doesn't focus on social class, as our main objective is serving customers. So be it the low, middle or high class, they all can afford it. At least once in a while for the standard type. As long as we can maintain the same price based on our ingredients, our customers would not have to worry about whether they can afford it. KOPI SENJA CAFE will always give its best to serve its customers.

6.4 *Market size*

- Population in Shah Alam = 617,149 people (Population Hub Website)
 - Market size for Kopi Senja = 617,149 x 20%
- = 123,430 people




- Total market size = Market size x the number of coffee each person purchases for a year x average competitor price.

$$\begin{aligned} &= 123,430 \times 12 \text{ coffee} \times \left(\frac{9.40 + 9.50 + 8 + 10.10}{4} \right) \\ &= \text{RM } 13,700,730 \text{ per year} \end{aligned}$$

6.5 Competitors

6.5.1 Identifying competitors

Table 6.2 Competitive Analysis

Competitors	Strengths	Weaknesses
Richiamo coffee 	<ul style="list-style-type: none"> ● <i>Very well-known among the public</i> ● <i>Cute and aesthetic decorations</i> ● <i>The side dish is also delicious</i> 	<ul style="list-style-type: none"> ● <i>Pricey for the youngsters</i> ● <i>Waiting a long time for the order to be ready</i> ● <i>Interior decoration is not very interesting</i>
Mykori 	<ul style="list-style-type: none"> ● Affordable price ● Well known ● Suitable for any age 	<ul style="list-style-type: none"> ● The menu are very much the same ● Not suitable for takeaway ● Limited dining area
Kopi Saigon 	<ul style="list-style-type: none"> ● Different type of coffee (Vietnamese Coffee) ● Affordable price ● Active in joining events (foodfest) 	<ul style="list-style-type: none"> ● New on the industry ● Too much sugar for drinks ● Not suitable for pure coffee lovers
Others	<ul style="list-style-type: none"> ● Some types of coffee have a better taste ● Operates on a daily basis ● The branch is well known 	<ul style="list-style-type: none"> ● The taste of coffee is not encouraging ● More expensive price ● The parking area is quite limited

6.5.1 Ranking of the competitors

Table 6.3 Ranking of the competitors

Rank No	Competitors
1	Richiamo Coffee
2	Mykori
3	Kopi Saigon
4	Others

6.6 Market Share

6.6.1 Market share before the entry of *your business*.

Table 6.4 Market share before the entry of your business

Competitor	Before entrance(%)	Amount(RM)
Richiamo Coffee	47	6,439,343.10
Mykori	28	3,836,204.40
Kopi Saigon	15	2,055,109.50
Others	10	1,370,073
TOTAL	100	13,700,730

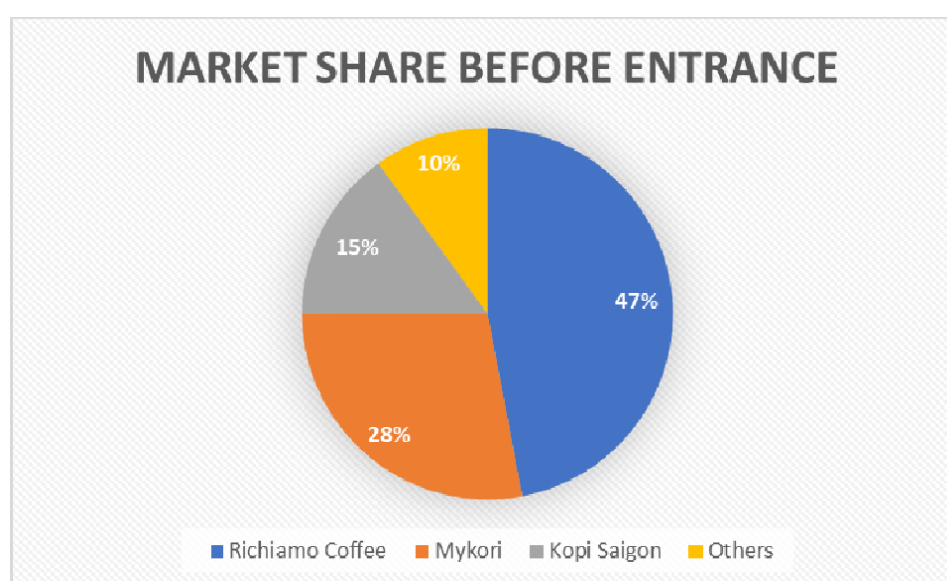


Figure 6.1 Market Share Before Business Entrance

6.6.2 Adjusted market share after the entry of your business.

Table 6.5 Market after the entry of your business

Competitor	After entrance (%)	Amount (RM)	Percentage of loss (%)
Richiamo Coffee	46	6,302,335.80	1
Mykori	27	3,699,197.10	1
Kopi Saigon	14	1,918,102.20	1
Others	9	1,233,065.70	1
<i>Kopi Senja</i>	4	548,029.20	-
TOTAL	100	13,700,730	4

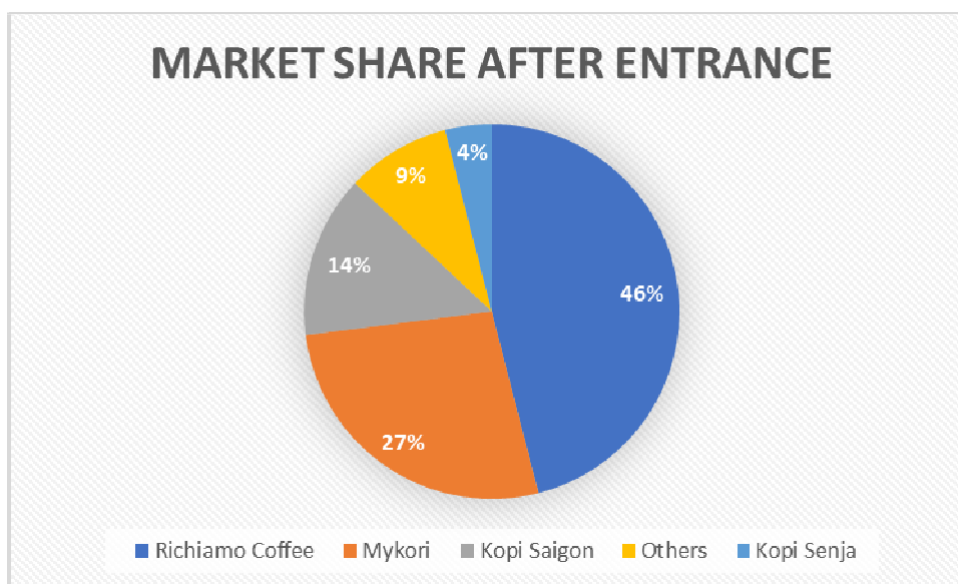


Figure 6.2 Market Share After Business Entrance

6.7 Sales forecast

6.7.1 Sales forecasting (RM)

Table 6.6 Sales Forecasting

Month	Sales Forecast (RM)							
	Coffee Latte (RM8.5)	Cappucino (RM8)	Marocchino (RM9)	Americano (RM7)	Caramel Macchiato (RM9.6)	Cream Cheese Bagel (RM9)	Blueberry Muffin (RM5)	Total
January	8,508.50	8,000	9,000	7,000	9,609.60	1,971	1,580	45,669.10
February	8,508.50	8,000	9,000	7,000	9,609.60	1,971	1,580	45,669.10
March	8,508.50	8,000	9,000	7,000	9,609.60	1,971	1,580	45,669.10
April	8,508.50	8,000	9,000	7,000	9,609.60	1,971	1,580	45,669.10
Mei	8,508.50	8,000	9,000	7,000	9,609.60	1,971	1,580	45,669.10
June	8,508.50	8,000	9,000	7,000	9,609.60	1,971	1,580	45,669.10
July	8,508.50	8,000	9,000	7,000	9,609.60	1,971	1,580	45,669.10
August	8,508.50	8,000	9,000	7,000	9,609.60	1,971	1,580	45,669.10
September	8,508.50	8,000	9,000	7,000	9,609.60	1,971	1,580	45,669.10
Oktober	8,508.50	8,000	9,000	7,000	9,609.60	1,971	1,580	45,669.10
November	8,508.50	8,000	9,000	7,000	9,609.60	1,971	1,580	45,669.10
Disember	8,508.50	8,000	9,000	7,000	9,609.60	1,971	1,580	45,669.10
Year 1	102,102	96,000	108,000	84,000	115,315.20	23,652	18,960	548,029.20
Year 2 (10%)	112,312.20	105,600	118,800	92,400	126,846.72	26,017.20	20,856	602,831.90
Year 3 (15%)	129,159.03	121,440	136,620	106,260	145,873.73	29,919.78	23,984.40	693,256.69

6.7.2 Sales Forecasting (Unit)

Table 6.7 Units Forecasting

Month	Units Forecast (RM)							
	Coffee Latte (RM8.5)	Cappucino (RM8)	Marocchino (RM9)	Americano (RM7)	Caramel Macchiato (RM9.6)	Cream Cheese Bagel (RM9)	Blueberry Muffin (RM5)	Total
January	1,001	1,000	1,000	1,000	1,001	219	316	5,537
February	1,001	1,000	1,000	1,000	1,001	219	316	5,537
March	1,001	1,000	1,000	1,000	1,001	219	316	5,537
April	1,001	1,000	1,000	1,000	1,001	219	316	5,537
Mei	1,001	1,000	1,000	1,000	1,001	219	316	5,537
June	1,001	1,000	1,000	1,000	1,001	219	316	5,537
July	1,001	1,000	1,000	1,000	1,001	219	316	5,537
August	1,001	1,000	1,000	1,000	1,001	219	316	5,537
September	1,001	1,000	1,000	1,000	1,001	219	316	5,537
Oktober	1,001	1,000	1,000	1,000	1,001	219	316	5,537
November	1,001	1,000	1,000	1,000	1,001	219	316	5,537
Disember	1,001	1,000	1,000	1,000	1,001	219	316	5,537
Year 1	12,012	12,000	12,000	12,000	12,012	2,628	3,792	66,444
Year 2 (10%)	13,213.20	13,200	13,200	13,200	13,213.20	2,890.80	4,171.20	73,088.40
Year 3 (15%)	15,195.18	15,180	15,180	15,180	15,195.18	3,324.42	4,796.88	84,051.66

6.8 Market strategy (marketing mix)

6.8.1 Product

KOPI SENJA CAFE serves a variety of delicious coffee and uses premium coffee to maintain the quality of our drinks. Among the types of coffee that can be chosen are coffee Latte, Cappuccino, Marocchino, Americano, and Caramel Macchiato. In addition, there are also snacks that customers can enjoy. Cream Cheese Bagels and Blueberry Muffins are the snacks that we offer, and the price is reasonable with the taste, which is delicious. We only use quality ingredients for our coffee and snacks to ensure that the quality of the product is maintained. Customers who order coffee and snacks will get a quality cup and box with our shop's sticker. KOPI SENJA CAFE is an essential product quality to ensure that each customer is satisfied with our service.

6.8.2 Price

Competitive prices determine the price set by KOPI SENJA CAFE. A market survey of the cost of coffee and snacks around the Shah Alam area and on social media was conducted before. The menu price has been decided. Our hot coffee costs are as low as RM 7 for Americano, RM 8.50 for Coffee Latte, RM8 for Cappuccino, RM 9 for Marocchino and RM 9.60 for Caramel Macchiato. For the cold version, you only need to add RM 1 for each drink. For the snacks, prices start from RM 9 for Cream Cheese Bagel and RM 5 for Blueberry Muffin. The price set is affordable and very reasonable, with quality materials. The average price charged by other coffee shop competitors is around RM 8 to RM11.

6.8.3 Place

One of the factors in choosing this location is because our very strategic site will further benefit from sales at our cafe. After all, there are residences, public institutions, hospitals, schools and more. It will indirectly contribute to the success of our cafe management.

6.8.4 Promotion (promotion mix)

Kopi Senja Cafe uses both offline and internet marketing strategies. The offline strategy uses business cards, flyers, banners, and signboards. Online methods include social media, which as Instagram.

6.8.4.1 Business card

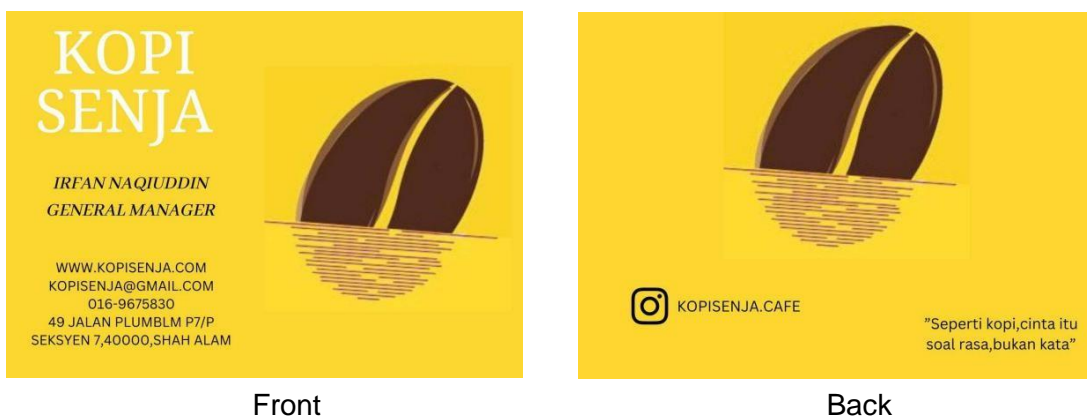


Figure 6.3 Business Card

KOPI SENJA CAFE offers a very straightforward and thorough service. A phone number, Instagram username, email address, and business address are listed on the card. This would make it simpler for clients to reach KOPI SENJA CAFE by utilising various methods. They can call if customers need to make a reservation or obtain any information

6.8.4.2 Flyers



Figure 6.4 Flyers

The distributed flyers will display every menu that KOPI SENJA CAFE has created. To make it simpler for clients to view the menu before placing an order. The flyers will be handed out to every resident in Jalan Plumbum, Seksyen 7, to inform them that we offer a premium selection of coffee and snacks at a reasonable price.

6.8.4.3 Banner



Figure 6.5 Banner

Banners will be hung in front of our shop and at several junctions in Jalan Plumbum, Section 7, to attract others to come and buy coffee and snacks available in our shop. This banner presents the popular menu in our store and information related to our stores, such as addresses and social media. From there, people feel like trying something new, which is "KOPI SENJA" by us

6.8.4.4 Social Media (Instagram)

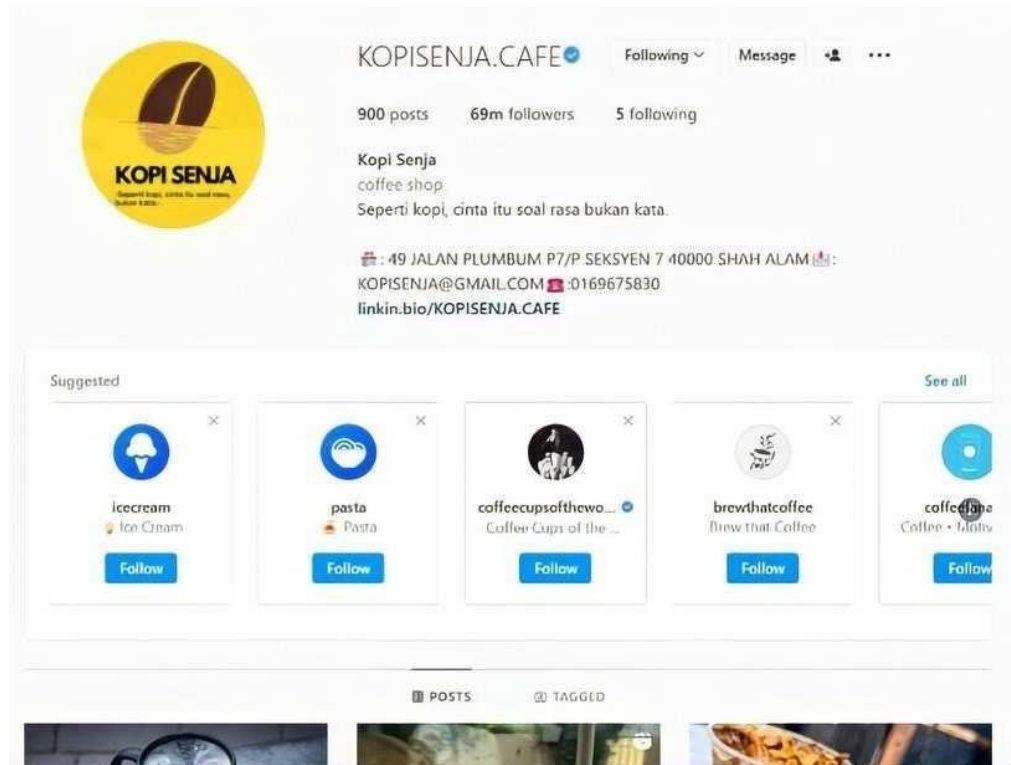


Figure 6.6 Instagram Account

Instagram is one of the ways we advertise our menu and upload the newest items. Instagram is one of the social networking sites that people use most frequently today, too. We will notify followers via live Instagram when it is time for a promotion. Any actions or programmes undertaken may also be announced via this platform to keep the public informed.

6.8.4.5 Signboard



Figure 6.7 Signboard

The signboard with our store's logo will be installed above the store's door. The purpose of the signboard installed is for customers to identify our coffee shop quickly. In addition, with an attractive signboard design, it can attract customers to come and stop by our coffee shop.

6.9 *Organization Chart for Marketing Department*



MARKETING MANAGER
MUHAMAD ARIF BIN JAILAN

Figure 6.8 *Organizational Chart (Head of Department + workers)*

6.10 Manpower Planning

Position	No of Personnel
Marketing Manager	1

Table 6.8 List of Marketing Personnel

6.11 Schedule of Task and Responsibilities

Table 6.9 Task and Responsibilities of Marketing Personnel

Position	Task and Responsibilities
Marketing Manager	<ul style="list-style-type: none"> • Oversee all marketing campaigns for your business or department • Implement strategy • Promote a business, product, or service • Ensure the business communicates the right messages to attract potential customers and retain existing customers • Represent the marketing team to cross-functional groups such as product management, sales, or customer support

6.12 Schedule of Remuneration

Table 6.10 Schedule of Remuneration plan of Marketing Personnel

Position	Qty	Monthly Salary (RM) (A)	EPF (RM) (13 %) (B)	SOCSSO (RM) (1.75%) (C)	EIS (RM) (0.4%) (D)	Total (A)+(B)+(C)+(D)
Marketing Manager	1	2,800	364	49	11.20	3,224.20

6.13 Marketing Budget

Table 6.11 Marketing Budget

Item	Quantity	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset -signboard (20ft x 6ft)	1	1,150	-	-
Working capital -Business Card	100	-	80	-
Other Expenses -Banner (2ft x 6ft)	1	-	-	120
-Flyers	250	-	-	75
TOTAL		1,150	80	195
			1,425	

OPERATIONAL PLAN

7.0 Operational Plan

7.1 Component Of Operating System

7.1.1 Business Input

The business input for our café is to ensure that we can produce the highest quality of product. Hence, the production of our product must be inspected precisely. A strategical planning is a must to ensure that we can operate smoothly without any difficulty. We will ensure that the ingredients used in the products are of outstanding quality, fit for usage, and safe as long as the expiration date has not passed. For all of these criteria to be meet, the selection of suppliers must be right as it will contribute towards the efficiency of our product production. As for our café, it is crucial to choose the highest quality of coffee bean. Hence, to ensure that the ingredients are in good condition and secure to be used, we have conducted a thorough research and selection of our ingredient's supplier. This does not only apply to supplier of coffee bean but also other ingredient's supplier (milk, cheese, cocoa powder, etc).

7.1.2 Transformation Process

This café concludes all kind of process that will be the backbone on producing our products to our customers. Calculating the stock of goods to ensure that there is enough for the ingredients measurement and storing ingredients are both part of the transformation process. We will ensure that we calculate all of our stocks so that our process of making our products will be smooth and efficient. The amount coffee bean, bread dough, egg, milk and all other ingredients will made sure that it is enough for us to transform it from a raw material to a product of our own. Our coffee will be made in a coffee station that includes a coffee

machine and our stocks of coffee bean will be stored in our kitchen. As for the cream cheese bagel and blueberry muffin, the process of changing it from raw material to 'a' product will be conducted in our kitchen. It is where our kitchen table will be placed to ease the process of making it. Then, the oven placed in coffee station will be used either to re-heat or to make a new cream cheese bagel and blueberry muffin. It will then be store in the food warmer showcase to be present to our customers. As for the coffee it will be served either in plastic cup or coffee cup.

7.1.3 Output

Our café will provide various taste of coffee for our customers. It concludes variety type of coffee which is Latte, Cappuccino, Marocchino, Americano and also Caramel Macchiato. Most of our coffee ingredients use espresso coffee beans and caramel will only be use for production of Caramel Macchiato. We also provide customers with a selection of choice between hot and ice coffee. The production of our coffee will be unique as we will apply coffee art for our product (only for hot coffee). As for our food, we provide customers with two type of food which is Cream Cheese Bagel and Blueberry Muffin. Both of these foods can be made on the spot and also ready-made. Even it is ready-made, the food will be kept fresh for customers in the Food Warmer Showcase.

7.1.4 Feedback

Customers can contribute reviews on this café's social media accounts by tagging us or privately message our café's Instagram (@KOPISENJA.CAFE). Apart from contacting through social media, customer can provide review through our general manager by contacting his business' number. Our café emphasizes the importance of customer's review as it can contribute to the improvement of quality in product production and also other parts of our business operation.

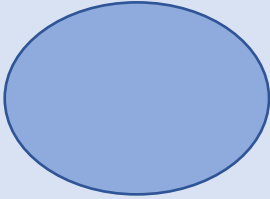
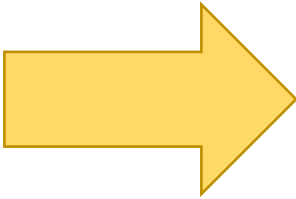

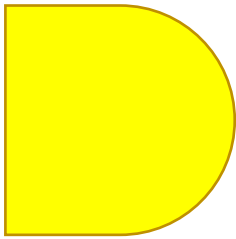
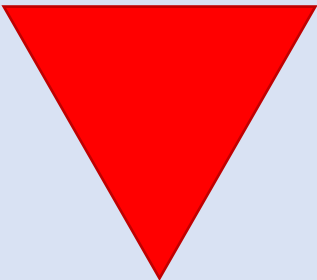
7.1.5 External Environment

The external environment for this business is the competitors and also lifestyle. This café is located in Seksyen 7, Shah Alam and it is a very strategic location to start a business. This location of business consists of competitors that have the same concept as ours. It includes Kopi Saigon, Mykori Dessert Café and others such as ZUS Coffee in Seksyen 7, Shah Alam. Despite all those competitors, our café believes in our stands that the sustainability of quality and the efficiency of product production is the most vital thing in our business success. Other than that, we believe the lifestyle of Shah Alam residence can contribute to our sales. Teenager and elderly most of them had a coffee at least once a day.

7.2 Process Planning for Manufacturing

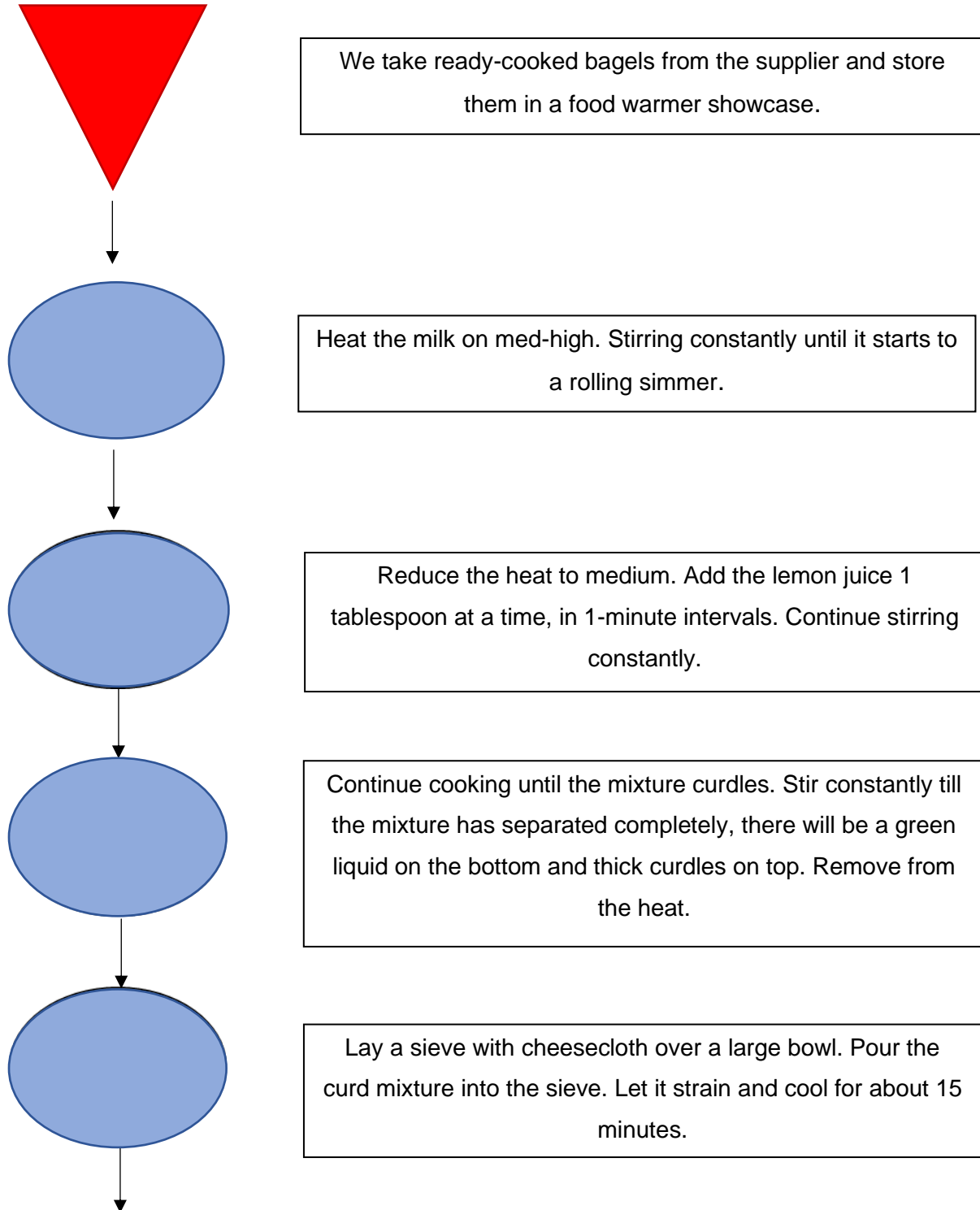
7.2.1 Symbol of Process Chart

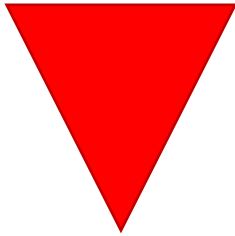
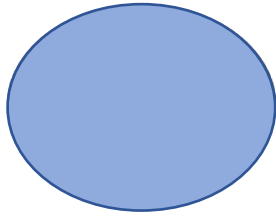
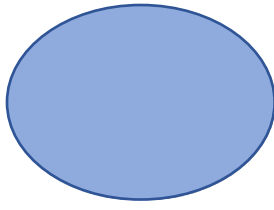
Table 7.1 Symbol of Process Chart

Symbol	Activity	Description
	Operation	Activity that modifies or transform also give added to the value of input
	Transportation	Movement of material or goods from one place to another place.
	Inspection	Activity that measures the standard or quality
	Delay	Process is delayed due to the waiting for the next process
	Storage	Finished products or goods are stored in the storage area or warehouse

7.2.2 Process Flow Chart

Pre-Preparation Planning (Cream Cheese Bagel)



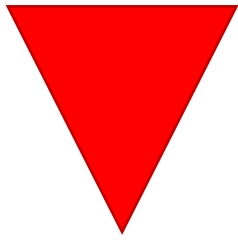


Transfer curds to a food processor and process until curds have come together and are totally smooth and creamy. It will take around 3-4 minutes.

Add salt and flavoring.

Next, this cream cheese is stored in the chest freezer.

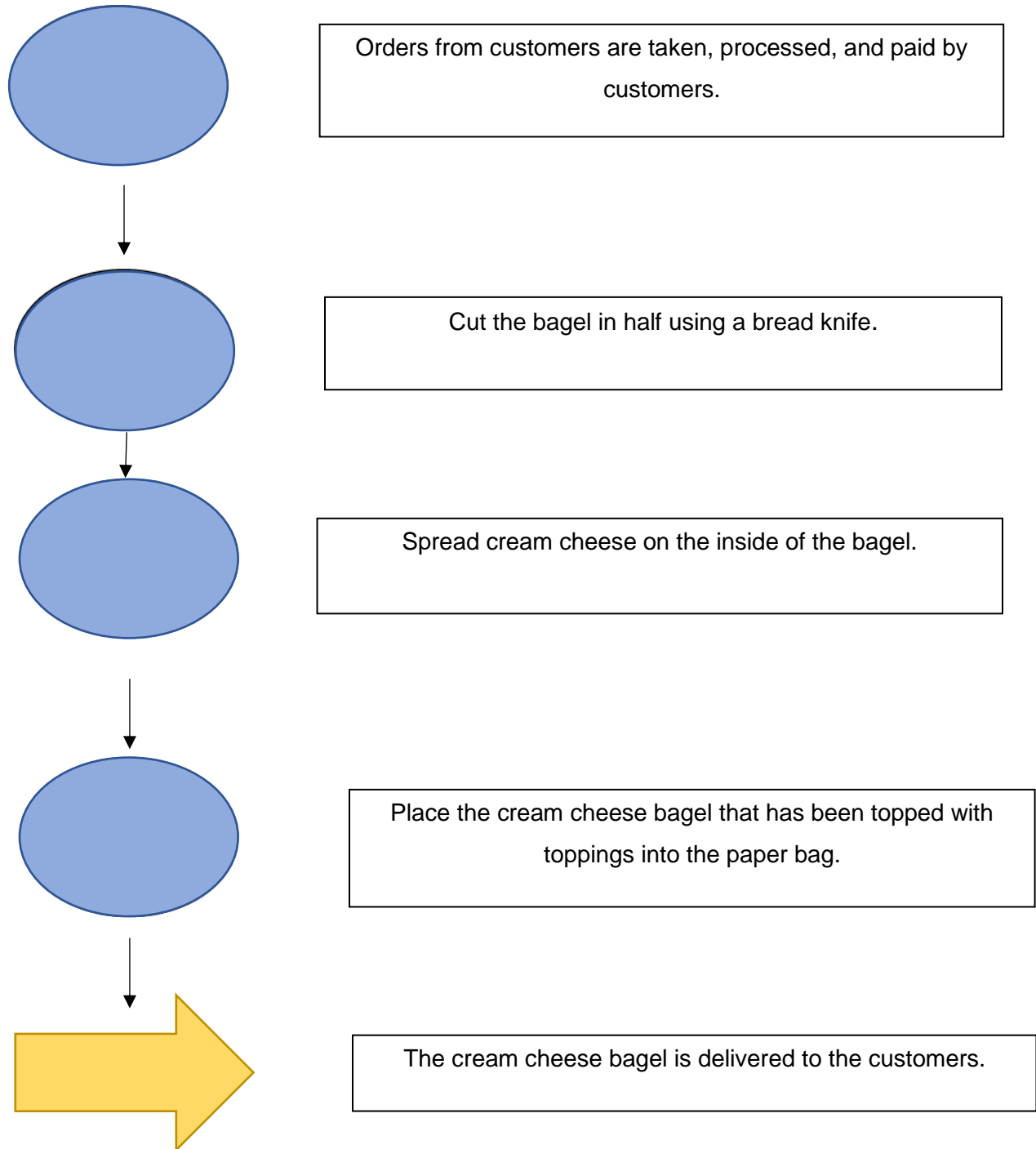
Pre-Preparation Planning (Blueberry Muffin)



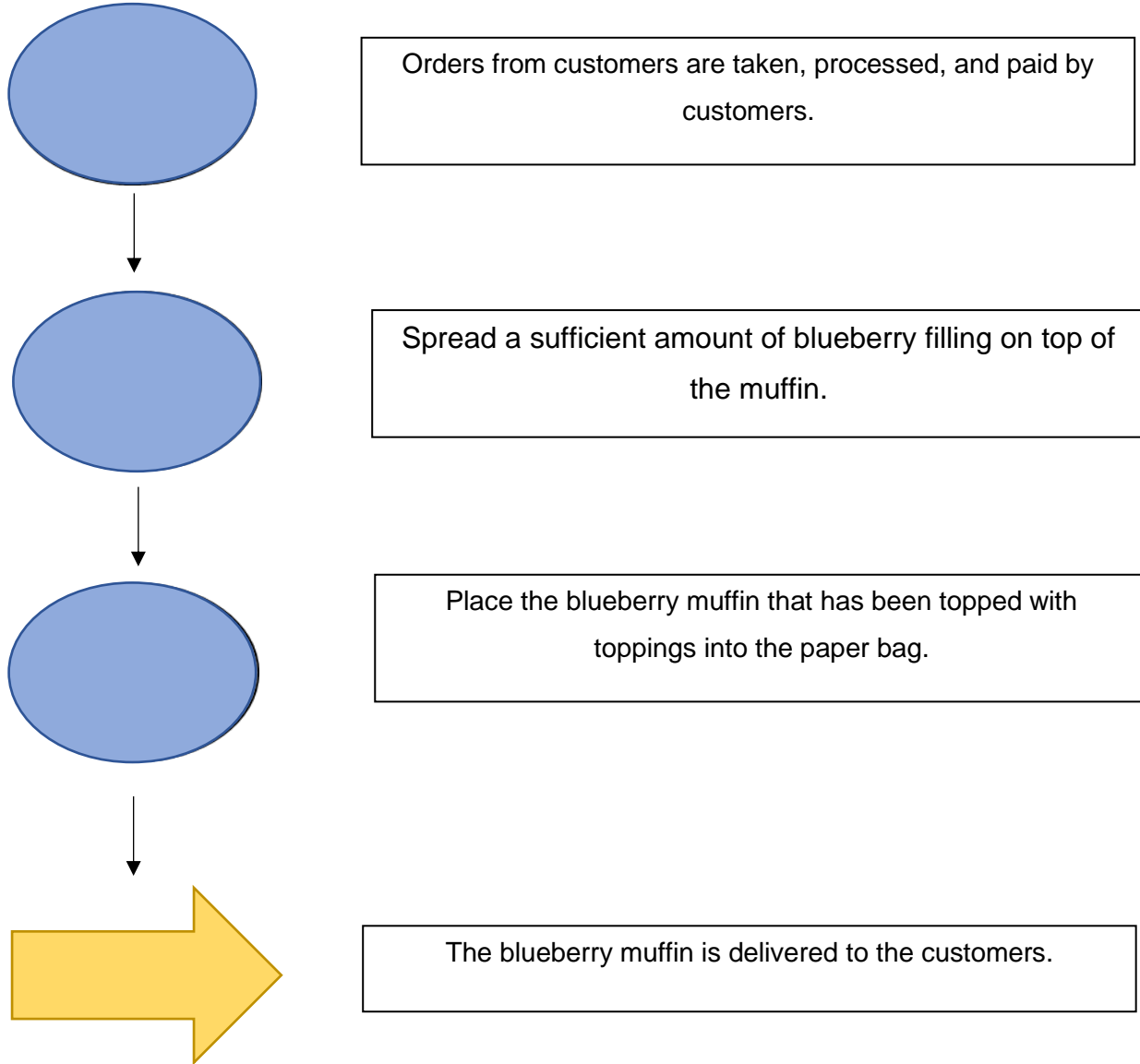
We take ready-made muffins from the supplier and store them in a food warmer showcase.

We take ready-cooked blueberry filling from the supplier and store them in the chest freezer.

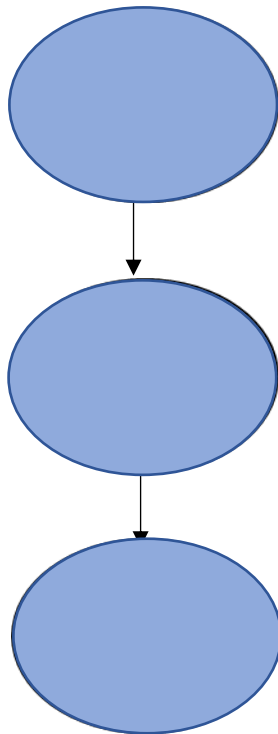
Process Planning (Cream Cheese Bagel)



Process Planning (Blueberry Muffin)



Preparation Planning (Coffee Latte)

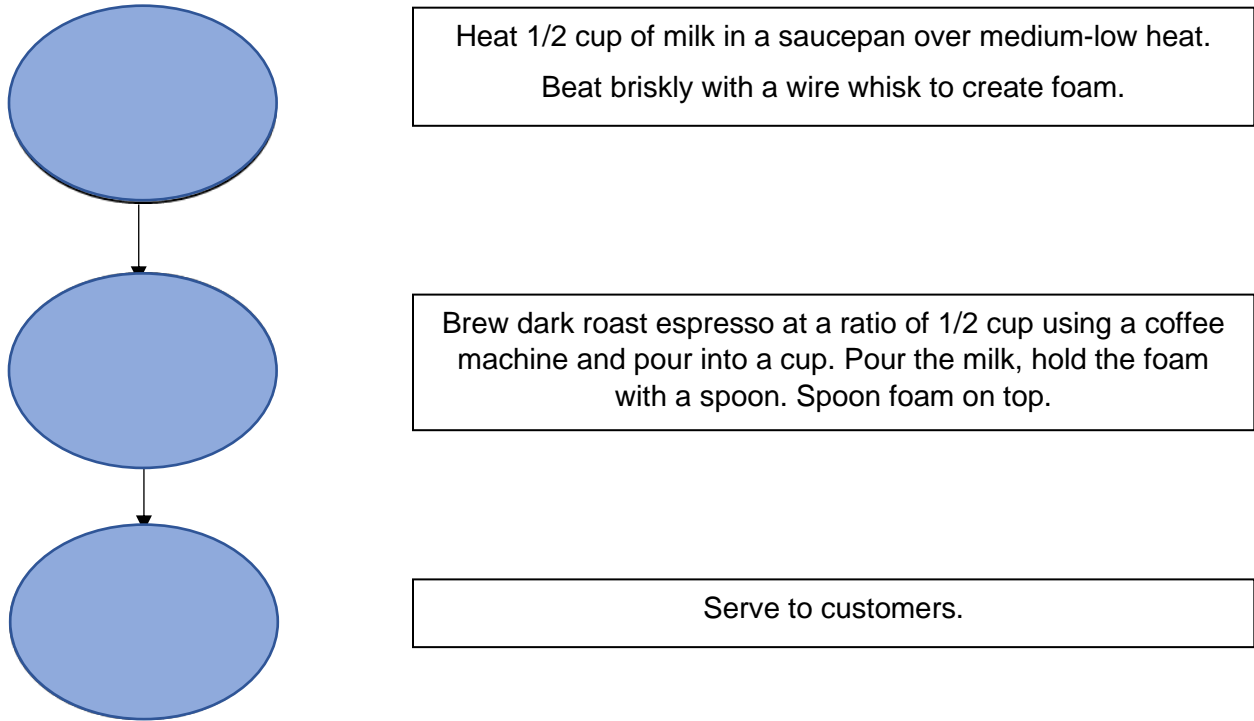


Heat 2/3 cup of milk in a saucepan over medium-low heat.
Beat briskly with a wire whisk to create foam.

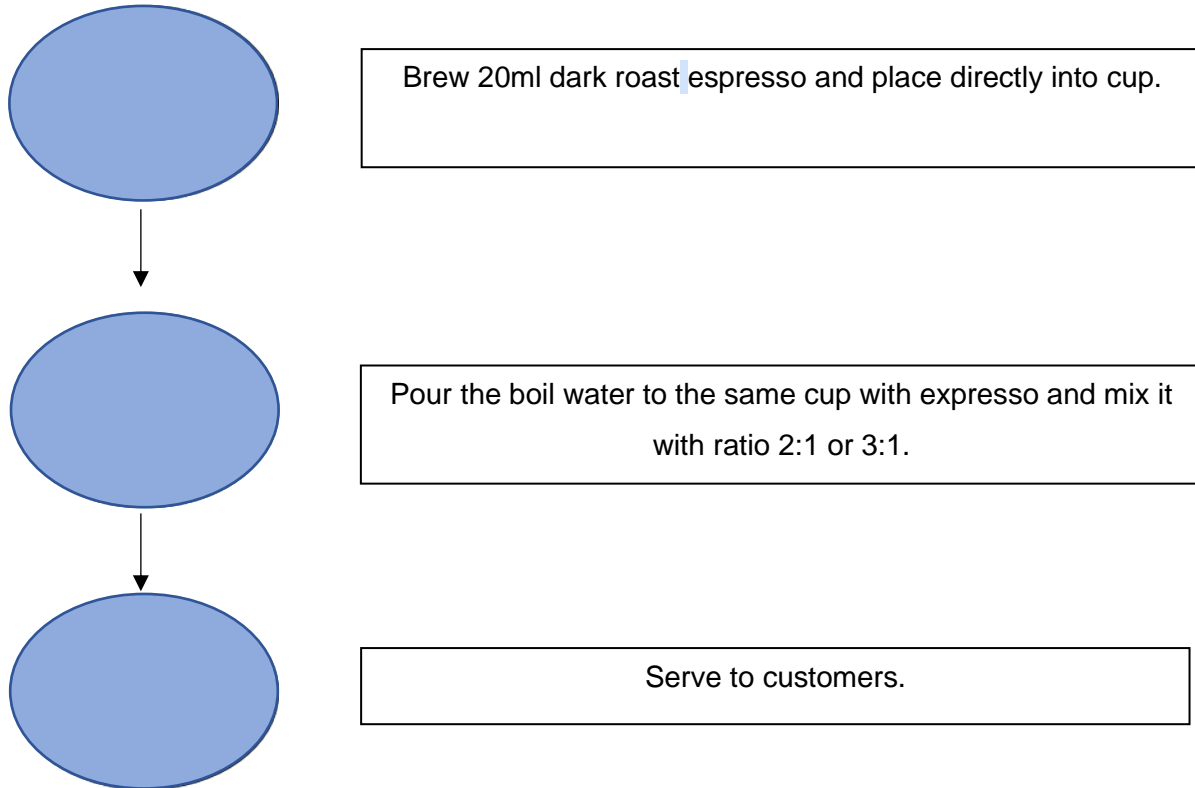
Brew dark roast espresso at a ratio of 1/3 cup using a coffee machine and pour into a cup. Pour the milk, hold the foam with a spoon. Spoon foam on top.

Serve to the customers.

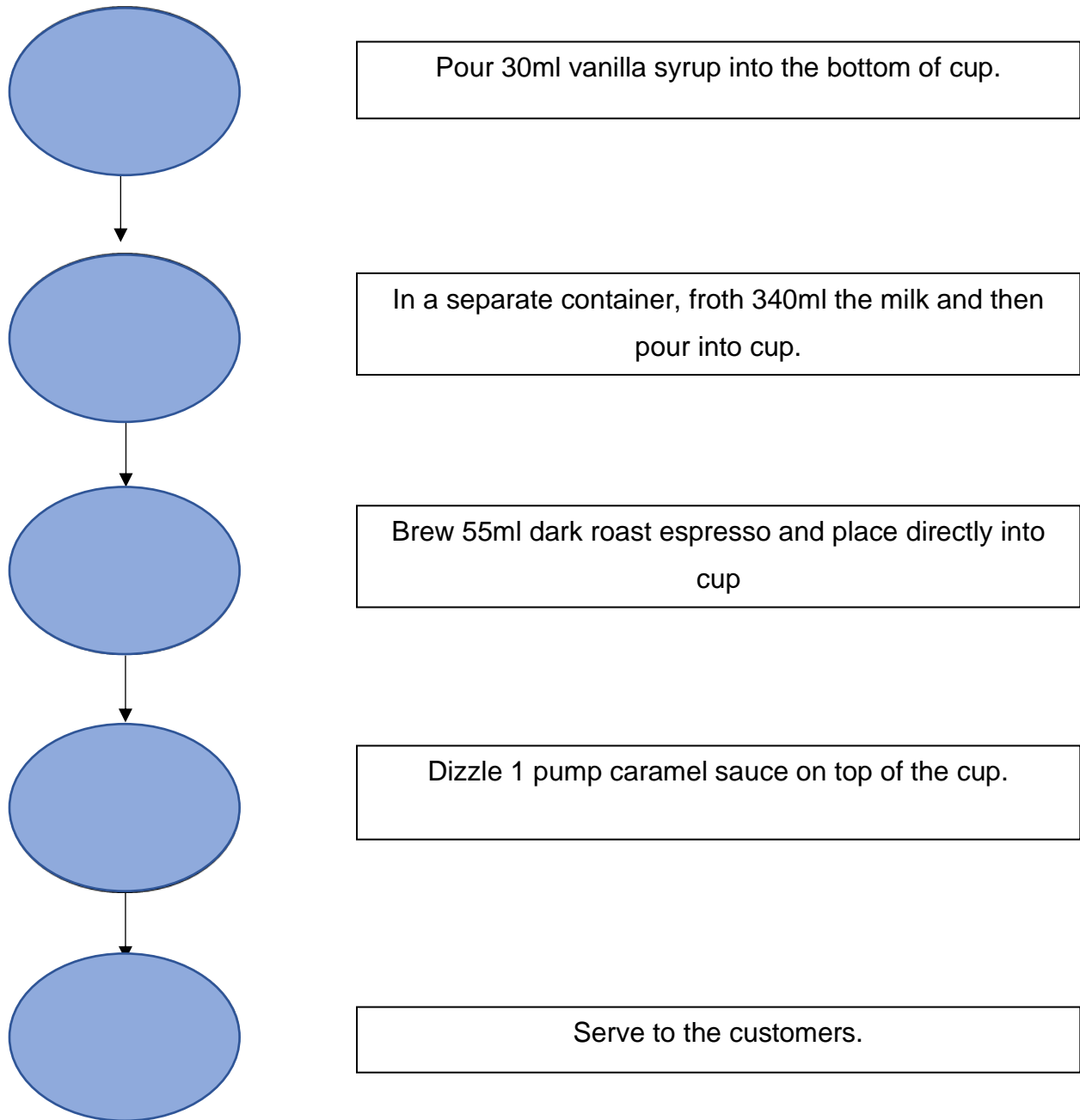
Preparation Planning (Cappucino)



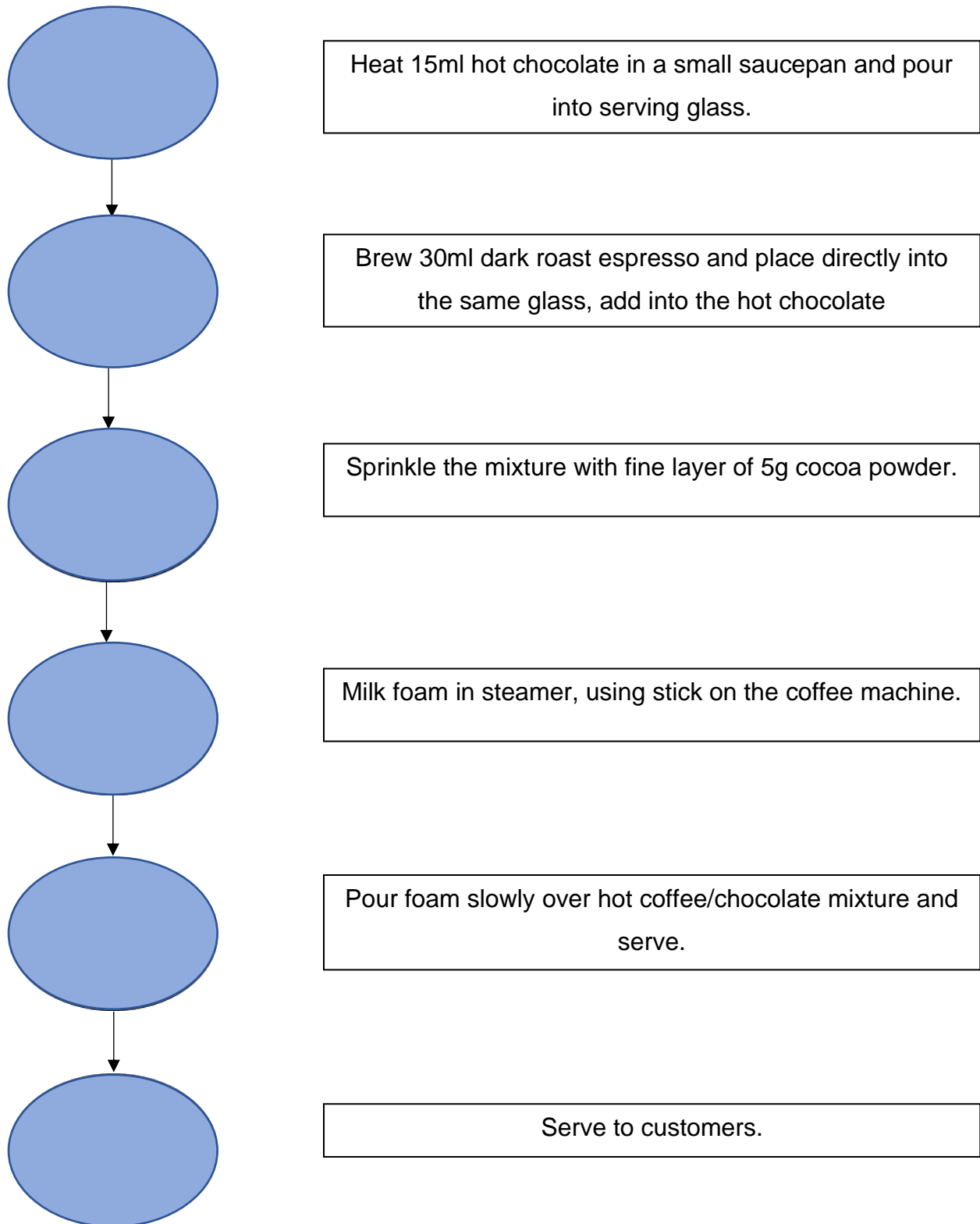
Preparation planning (Americano)



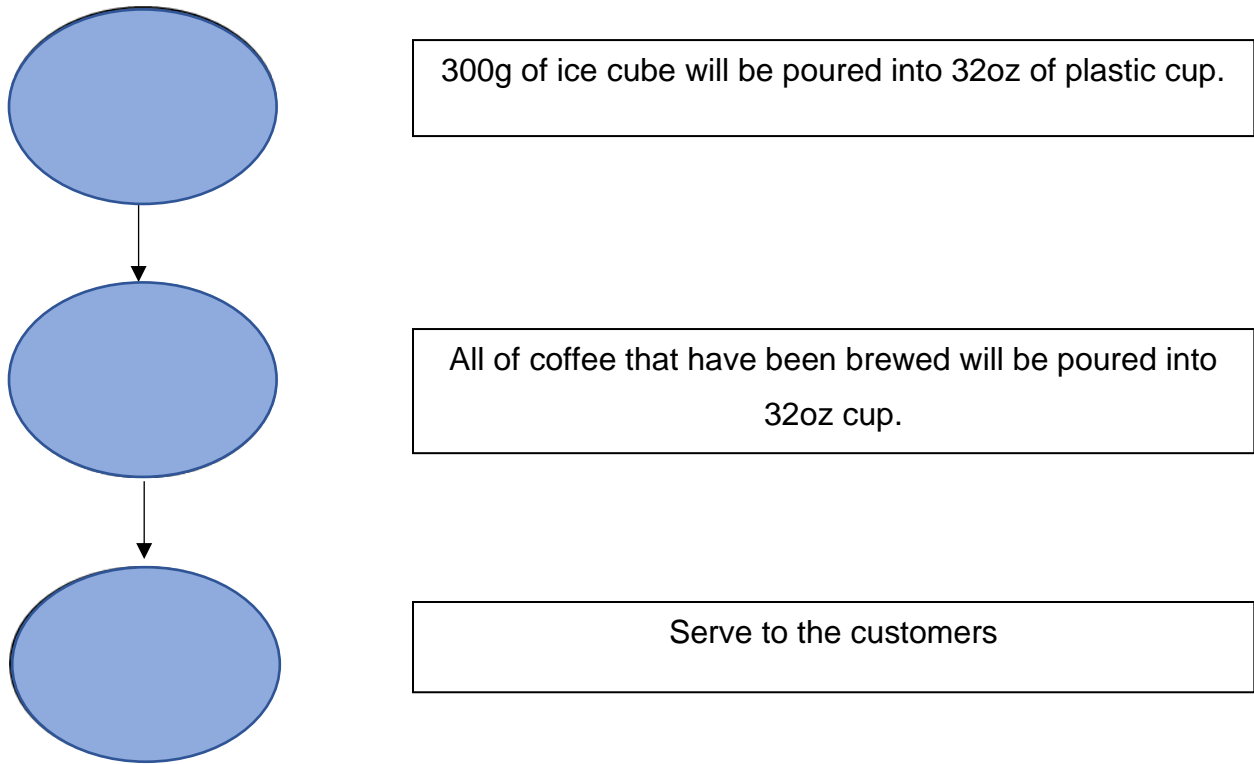
Preparation Planning (Caramel Macchiato)



Preparation planning (Marocchino)



Preparation for Ice Coffee



7.3 Operations Layout

7.3.1 Layout based on the product

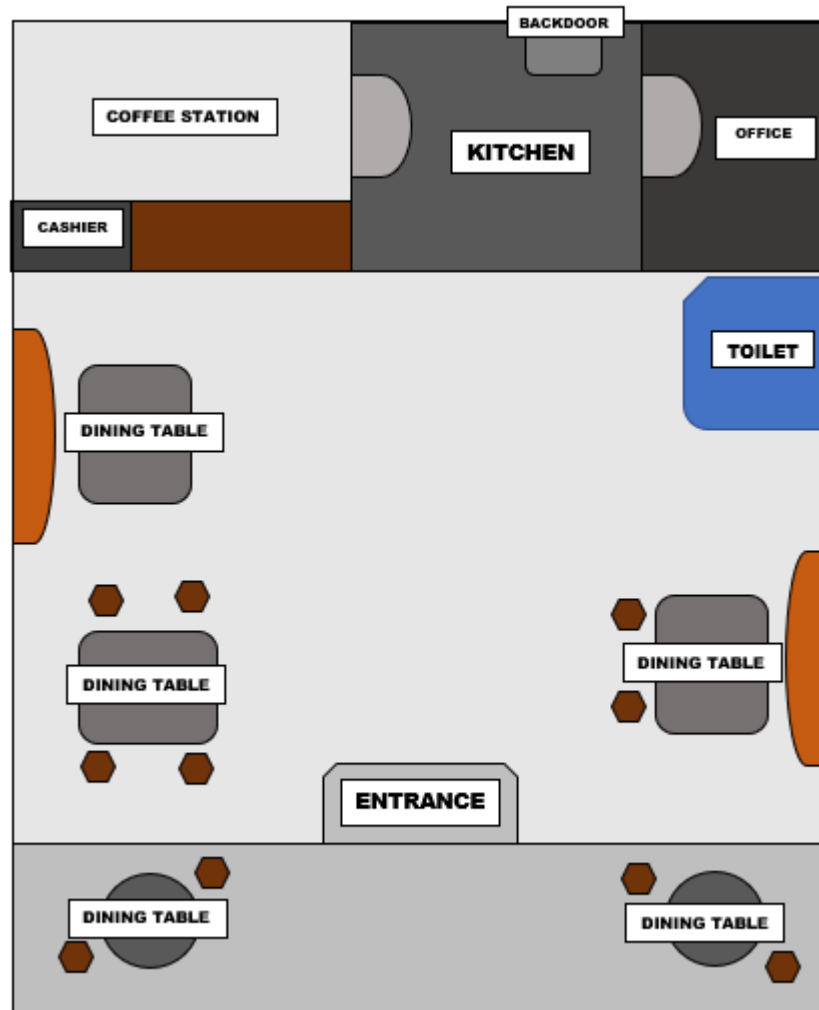


Figure 7.1 Overall Operation Layout

This general operation layout shows how does this café operate from table for serving and operating station in producing our product. It is based on how we prefer to conduct our operation as systematic and efficient as it will be. We emphasize the importance of efficiency in producing our product as it will show to our future customer on the reliability of our customer service. Customer comfort is key to sustain our numbers

of sales. Hence, the number of dining table prepared for customers are many as it will give comfort to our customers.

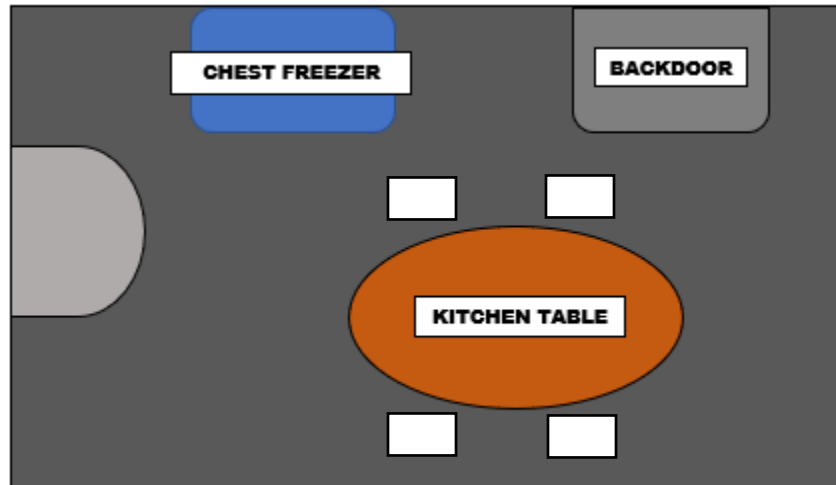


Figure 7.2 Kitchen Layout

As for our café, kitchen section is not as important as our coffee section. Kitchen table is provided to help prepare our other menu such as cream cheese bagel and blueberry muffin. Chiller will also be provided to maintain and store raw material for our product. For raw material receiving process, it will be conducted at the back of our café. Backdoor provided will ease our work for receiving process and it will be systematic and strategic as it is near to our chiller.

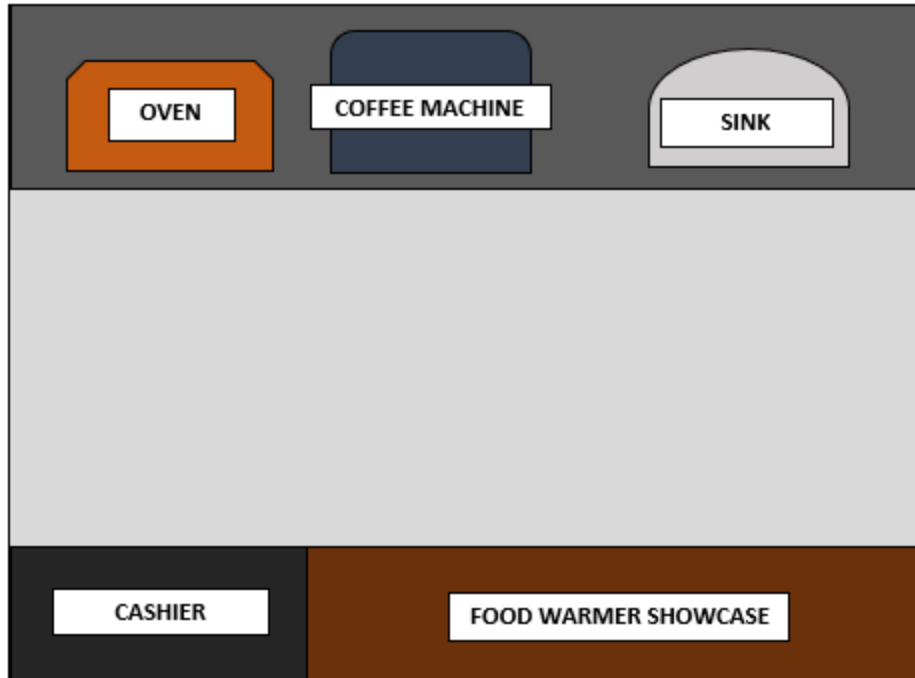


Figure 7.3 Coffee Station Layout

Moving to our most important section, which is the coffee station. This station is where most of our operation in producing our product will be conducted. We have cashier section that will be facing the customers dining table. It is easy for our customers to communicate with cashiers. Other than that, food warmer showcase is provided to place our cheese bagel and blueberry muffin. It will be easier for customers to make choice of their preference food (cream cheese bagel and blueberry muffin). It also can warm our ready-made food so it will be fresh for customers. Our coffee machine placement as it will be visible for customers to see the process in making their coffee. We believe that transparency for production of coffee is interesting and also can gain customers trust towards our café.

7.4 Production Planning

7.4.1 Sales forecast per month

Table 7.2 Sales forecast per month

Product	Average Sales Forecast Per Month	Sales Price	Number of Output Per month
Cream Cheese Bagel	1971	9	219
Blueberry Muffin	1580	5	316
Latte	8508.5	8.5	1001
Cappucino	8000	8	1000
Marocchino	9000	9	1000
Americano	7000	7	1000
Caramel Macchiato	9609.6	9.6	1001
TOTAL	7000		5537

7.4.2 Number of outputs per day

Table 7.3 Number of outputs per day

Product	Number Output Per Month	Number Working Days per Month	Number of Output per Day
Cream Cheese Bagel	219	26	8
Blueberry Muffin	316	26	12
Latte	1001	26	39
Cappucino	1000	26	38
Marocchino	1000	26	38
Americano	1000	26	38
Caramel Macchiato	1001	26	39
TOTAL	5537		212

7.4.3 Number of units per hour

Table 7.4 Number of units per hour




Product	Number of Output Per Day	Daily Working Hours per Day	Number of Output per Hour
Cream Cheese Bagel	8	13	1
Blueberry Muffin	12	13	1
Latte	39	13	3
Cappuccino	38	13	3
Marocchino	38	13	3
Americano	38	13	3
Caramel Macchiato	39	13	3
TOTAL	212		17


7.5.1 Material Planning

7.5.1 Material Requirement Planning

Table 7.5 Material Requirement Planning

Product	Materials	Quantity
<p data-bbox="256 598 542 632">Cream Cheese Bagel</p> 	<p data-bbox="683 646 935 680">Ready-Made Bagel</p> <p data-bbox="711 747 907 781">Cream Cheese</p> <p data-bbox="721 848 898 882">Garlic Cloves</p> <p data-bbox="760 949 859 982">Parsley</p>	<p data-bbox="1198 646 1219 680">1</p> <p data-bbox="1167 747 1250 781">225 g</p> <p data-bbox="1198 848 1219 882">3</p> <p data-bbox="1175 949 1242 982">28 g</p>
<p data-bbox="256 1102 542 1182">Blueberry/ Strawberry/ Chocolate Muffin</p> 	<p data-bbox="683 1150 935 1184">Ready-Made Muffin</p> <p data-bbox="626 1201 992 1335">Blueberry filling / Strawberry filling / Chocolate filling</p>	<p data-bbox="1198 1150 1219 1184">1</p> <p data-bbox="1151 1201 1266 1234">16.67 g /</p> <p data-bbox="1151 1251 1266 1285">16.67 g /</p> <p data-bbox="1159 1302 1258 1335">16.67 g</p>

Product	Materials	Quantity
<p data-bbox="365 247 435 275">Latte</p> 	<p data-bbox="781 296 841 323">Milk</p> <p data-bbox="683 401 938 478">Brewed Dark Roast Espresso Coffee</p> <p data-bbox="675 548 946 575">Sugar pack (add on)</p> <p data-bbox="691 646 930 674">Ice cube (add on)</p>	<p data-bbox="1166 296 1252 323">130 ml</p> <p data-bbox="1170 449 1247 476">30 ml</p> <p data-bbox="1187 548 1230 575">5g</p> <p data-bbox="1170 646 1247 674">300g</p>
<p data-bbox="321 751 479 779">Cappuccino</p> 	<p data-bbox="781 800 841 827">Milk</p> <p data-bbox="683 905 938 982">Brewed Dark Roast Espresso</p> <p data-bbox="675 1052 946 1079">Sugar pack (add on)</p> <p data-bbox="691 1150 930 1178">Ice cube (add on)</p>	<p data-bbox="1170 800 1247 827">65 ml</p> <p data-bbox="1170 953 1247 980">60 ml</p> <p data-bbox="1187 1052 1230 1079">5g</p> <p data-bbox="1170 1150 1247 1178">300g</p>
<p data-bbox="321 1239 479 1266">Marocchino</p> 	<p data-bbox="781 1239 841 1266">Milk</p> <p data-bbox="711 1293 911 1320">Cocoa Powder</p> <p data-bbox="716 1392 906 1419">Hot Chocolate</p> <p data-bbox="683 1497 938 1575">Brewed Dark Roast Espresso Coffee</p> <p data-bbox="675 1644 946 1671">Sugar pack (add on)</p> <p data-bbox="691 1743 930 1770">Ice cube (add on)</p>	<p data-bbox="1170 1239 1247 1266">25 ml</p> <p data-bbox="1187 1337 1230 1365">5 g</p> <p data-bbox="1170 1436 1247 1463">15 ml</p> <p data-bbox="1170 1541 1247 1568">30 ml</p> <p data-bbox="1187 1640 1230 1667">5g</p> <p data-bbox="1170 1738 1247 1766">300g</p>




Product	Materials	Quantity
<p data-bbox="326 296 472 327">Americano</p> 	<p data-bbox="678 296 938 380">Brewed Dark Roast Espresso</p> <p data-bbox="740 443 876 474">Hot Water</p> <p data-bbox="673 541 943 573">Sugar pack (add on)</p> <p data-bbox="691 640 925 672">Ice cube (add on)</p>	<p data-bbox="1170 344 1247 375">20 ml</p> <p data-bbox="1162 443 1255 474">150 ml</p> <p data-bbox="1187 541 1230 573">5g</p> <p data-bbox="1170 640 1247 672">300g</p>
<p data-bbox="272 833 527 865">Caramel Macchiato</p> 	<p data-bbox="781 884 841 915">Milk</p> <p data-bbox="721 982 901 1014">Vanilla Syrup</p> <p data-bbox="678 1081 943 1165">Brewed Dark Roast Espresso</p> <p data-bbox="657 1232 964 1264">Caramel Sauce Drizzle</p> <p data-bbox="673 1331 948 1362">Sugar pack (add on)</p> <p data-bbox="691 1430 930 1461">Ice cube (add on)</p>	<p data-bbox="1162 884 1255 915">340 ml</p> <p data-bbox="1170 982 1247 1014">30 ml</p> <p data-bbox="1170 1136 1247 1167">55 ml</p> <p data-bbox="1162 1232 1255 1264">1 pump</p> <p data-bbox="1187 1331 1230 1362">5g</p> <p data-bbox="1170 1430 1247 1461">300g</p>



7.5.1.1 Raw Material Required per Month (Bills of Material)

Table 7.6 Raw Material Required per Month

Ingredients	Quantity (Kg)	Safety Stock (5%)	Total Material Requirement	Price/Unit (RM)	Total Price (RM)	Supplier
Plain bagel 	1 x 219pcs	11pcs	230pcs	2.50	575	Vburg Taman Daya, Johor
Whole Milk 	(0.25/ x 219) + (0.13/ x 1001) + (0.065/ x 1000) + (0.025/ x 1000) + (0.34/ x 1001) = 615.22/	30.76/	645 l	6.83	4412	Redtick Persiaran Wawasan, Puchong, Selangor
Lemon 	0.25 x 219pcs = 55pcs	3pcs	58pcs	0.80	46.40	Yow Seng SDN BHD Taman Industri Sungai Buloh, Petaling Jaya
Salt 	2g x 219 = 438 / 450 =0.97 packet	21.9g	459.9g/450g =1.02g	0.80	0.82	NP food & bev Johor
Muffin 	1 x 316pcs	15.8 pcs	332 pcs	0.56	185.81	NKKERRY WHOLESALE Taman Juta, Johor

Ingredients	Quantity (Kg)	Safety Stock (5%)	Total Material Requirement	Price/Unit (RM)	Total Price (RM)	Supplier
Brewed Dark Roast Coffee 	(0.03 / x 1001) + (0.06 / x 1000) + (0.03 / x 1000) + (0.02 / x 1000) + (0.055 / x 1001) = 195.09	9.75	204.84	470/ 10kg = 47	9627.48	BIG THREE COFFEE Taman Yayasan Jenjarom, Selangor
Cocoa Powder 	0.005 x 1000 = 5	0.258	5.25	18.50	97.13	Cahaya.Co Wilayah Persekutuan Kuala Lumpur
Chocolate Bar 	12g x 1000 = 1.2	0.06	1.26g	0.85	850	Muezza Creative Perak
Vanilla Syrup 	30ml x 1001 = 30.03/	1.50	31.53g	1.05	1051.05	Millilitre Beverage i – SOVO @ i-city Shah Alam
Caramel Sauce Drizzle 	10ml X 1001 = 10.01 /	0.5	10.51ml	0.35	350.35	Davinvi Sauce Kuala Lumpur, Malaysia
Strawberry filling 	16.67g x 105 = 1.75/1 = 1.75 bucket	0.088	1.84/1=1.84 bucket ≈ 2 bucket	12.83	25.66	Jeff Bakery Ingredient, Ara Damansara, Petaling Jaya

Ingredients	Quantity (Kg)	Safety Stock (5%)	Total Material Requirement	Price/Unit (RM)	Total Price (RM)	Supplier
Chocolate filling 	16.67g x 105 = 1.75/1 = 1.75 bucket	0.088	1.84/1=1.84 bucket ≈ 2 bucket	12.83	25.66	Jeff Bakery Ingredient, Ara Damansara, Petaling Jaya
Blueberry Filling 	16.67g x 106 = 1.767/1 = 1.767 bucket	0.09	1.86/1 =1.86 bucket ≈ 2 bucket	12.83	25.66	BAKELS Seksyen 28, Shah Alam, Selangor
Ice Cube 	(0.3kg x 501) + (0.3kg x 500) + (0.3kg x 500) + (0.3kg x 500) + (0.3kg x 500) + (0.3kg x 501) =750.6kg	37.53kg	788.13kg	3.50/ 10kg = 0.35	275.85	Ice KOYO, Kelana Square, GL09, Block A, Jalan SS 7/26, 47301 Petaling Jaya, Selangor
Chocolate Sprinkle 	(0.03kg x 316) =9.48 kg	0.474kg	9.954 kg	1kg x 12 =12	119.45	Bake with Yen, 65, Jalan Nelayan A 19/A, Seksyen 19, 40300 Shah Alam, Selangor
Sugar Icing 	(0.03kg x 316) =9.48 kg	0.474kg	9.954 kg	1kg x 2.50 = 2.50	24.90	Bake with Yen, 65, Jalan Nelayan A 19/A, Seksyen 19, 40300 Shah Alam, Selangor

Ingredients	Quantity (Kg)	Safety Stock (5%)	Total Material Requirement	Price/Unit (RM)	Total Price (RM)	Supplier
Garlic 	(0.08kg x 55) =4.4 kg	0.220kg	4.620kg	1kg x 10 =10	44	LOTUS, Jalan Tiara 1, Medan Niaga Kuala Selangor, 45000 Kuala Selangor, Selangor
Parsley 	(0.022kg x 219) =4.82kg	0.241kg	5.061kg	1kg x 65 =65	329	
TOTAL					18066.22	

7.6 Machine and Equipment Planning

7.6.1 Amount of machine & Equipment Required

Table 7.7 Amount of machine & Equipment Required

Machine	Calculation
Coffee Machine	$\frac{192}{13 \times 60 \text{ min}} \times 4 \text{ min} = 0.98 @ 1$
Microwave	$\frac{20}{13 \times 60 \text{ min}} \times 5 \text{ min} = 0.13 @ 1$
Food Warmer Showcase	$\frac{20}{13 \times 60 \text{ min}} \times 45 \text{ min} = 1.15 @ 1$
Hand Mixer	$\frac{8}{13 \times 60 \text{ min}} \times 5 \text{ min} = 0.05 @ 1$

7.6.2 List of Machine and Equipment

Table 7.8 List of Machine and Equipment

Machine	No Of Machine
Coffee Machine	1
Microwave	1
Food Warmer Showcase	1
Chest Freezer	1
Hand Mixer	1
Cashier Machine	1
High Suction Exhaust Fan	1

7.6.3 List of Machine Suppliers



Table 7.9 List of Machine Suppliers






Machine	Supplier
Lebensstil Kollektion Coffee Machine 1.2L 15 Bar Pressure Pump	Lebensstil Kollektion, 9a, Jalan 51a/223, Seksyen 51a, 46100 Petaling Jaya, Selangor
TOSHIBA Microwave Oven ERSM20(W)MY 20L T	TOSHIBA, Taiun (M) Sdn Bhd Mapletree Logistics Hub-Shah Alam GF 2.3 & 2.4, LOT10003 Persiaran Jubli Perak 22/1A, Seksyen 22, Block 2, Unit 4, 40300 Shah Alam, Selangor Darul Ehsan Malaysia
Happypopper Commercial Food Warmer Display	Happypopper.net, Lot 60952, Jalan Wawasan 4/Ku7, Sungai Kapar Indah Industrial Park, 42200 Kapar, Selangor
Meck Chest Freezer Door Lock 80L Mfz60R	MECK MARKETING SDH. BHD. 21, Jalan Tun Abdul Razak Susur 1/1, Wadi Hana, 80000 Johor Bahru, Johor
Midea Hm0273 6 Speed Hand Mixer	Midea, No. 16, Jalan Chan Sow Lin, Sungai Besi, 55200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

Machine	Supplier
SHARP Cash Machine	SHARP, Section 27, 1A, Persiaran Kuala Langat, Taman Bunga Negara, 40400 Shah Alam, Selangor
WHIRLPOOL High Suction	e TOUCH, 10, Jalan Perniagaan Setia 7, Taman Perniagaan Setia, 8110 Johor Bahru, Johor

7.6.4 Machine and Equipment

Table 7.10 Machine and Equipment

Machine	No. of Material	Price (RM)
<p data-bbox="285 1192 492 1222">Coffee Machine</p> 	1	309
<p data-bbox="318 1612 459 1642">Microwave</p> 	1	269
Machine	No. of Material	Price (RM)






<p>Food Warmer Showcase</p> 	<p>1</p>	<p>435</p>
<p>Chest Freezer</p> 	<p>1</p>	<p>379</p>
<p>Hand Mixer</p> 	<p>1</p>	<p>24</p>
<p>Cashier Machine</p> <p>CASH REGISTER MACHINE</p> <ul style="list-style-type: none"> -English version -Use thermal paper -No need ink -Fast and Easy to Use -Have an Customer display -Can program company name & address -Can program items name 	<p>1</p>	<p>550</p>
<p>Exhaust Fan</p> 	<p>1</p>	<p>1200</p>
<p>TOTAL</p>		<p>3166</p>







7.6.5 List of Kitchen Tools

Table 7.11 List of Kitchen Tools

Kitchen Tools	No of Kitchen Tools	Price (RM)	Total
Tray 	4	5.70	22.80
Tong 	5	1.50	7.50
Measuring Cup 	3	2.50	7.50
Measuring Scoop (8 pcs per Set) 	1	2.50	2.50





Kitchen Tools	No of Kitchen Tools	Price (RM)	Total
Coffee Scale 	1	24	24
Mixing Bowl 	3	7	21
Bread Knives 	2	4.80	9.60
Lemon Squeezer 	2	4	8
Cutting Board 	2	9	18

Kitchen Tools	No of Kitchen Tools	Price (RM)	Total
Piping Bag (100pcs) 	2	6.40	12.80
Saucepans 	2	15	30
Butter Knives 	2	5	10
Fork and Spoon (24 pcs, 12/12) 	6	25	150
Cup 	30	5	150

Kitchen Tools	No of Kitchen Tools	Price (RM)	Total
Plate 	21	5	105
Glass Cup 	15	18	270
Rack 	2	60	120
Seasoning Container 	1	15	15
Teaspoon 	30	2.70	81
Stirring Stick (100pcs) 	2	3	6
TOTAL			1070.70

7.6.6 List of Furniture and Fittings

Table 7.12 List of Furniture and Fittings

Furniture & Fittings	Quantity	Price
<p data-bbox="354 407 423 436">Stool</p> 	12	20
<p data-bbox="261 768 521 798">Round Dining Table</p> 	2	150
<p data-bbox="224 1073 558 1102">Rectangular Dining Table</p> 	3	48
<p data-bbox="302 1419 480 1449">Kitchen Table</p> 	1	112
<p data-bbox="302 1698 480 1728">Kitchen Chair</p>	4	60

		
<p>TOTAL</p>		<p>390</p>

7.7 Manpower Planning

7.7.1 Organization Chart for Operation Department



**Amir Redzuan Bin Muhammed Hakiman,
Operation Manager**

Figure 7.7.1 Organizational Chart (Head of Department)

7.7.2 List of Operation Personnel

Table 7.13 List of Operation Personnel

Position	No of Personnel
Operation Manager	1
Total	1

7.7.3 Schedule of task and responsibilities

Table 7.14 Schedule of task and responsibilities

Position	Responsibilities
Operation Manager	<ul style="list-style-type: none"> • Help promote business culture that encourages top performance and high morale • Make important policy, planning, and strategy decisions • Assists Human Resources with recruiting when necessary • Ensure all legal and regulatory documents are filed and monitor compliance with laws and regulations

7.7.4 Schedule of Remuneration





Table 7.15 Schedule of Remuneration



Position	Quantity	Monthly Salary (RM)	EPF (RM)	SOCSSO (RM)	EIS (RM)	TOTAL
Operating Manager	1	2100	276	37.65	4.30	2417.95
TOTAL						2417.95

7.8 Overhead requirement

7.8.1 Operations Overhead



Table 7.16 Operations Overhead





Overheads	Quantity	Price per Unit (RM)	Monthly Cost (RM)
Dishwasher 	3	2.80	8.40
Tissue Serviette (100 sheets per packet) 	60	0.90	54
Disposable Garbage (15 pcs per roll, 75 pieces 5 rolls) 	3 sets	3.50	10.50
Hand glove (100 pcs) 	2 sets	1.50	3

Overheads	Quantity	Price per Unit (RM)	Monthly Cost (RM)
Sponge 	2	0.50	1
Wiping Cloth 	4	1	4
Transportation	1	200	200
TOTAL			280.90

7.8.2 List of Other Expenses




Table 7.17 List of Other Expenses



Other Expenses	Quantity	Price (RM)	Total (Quantity x Price)
Dust Bin 	2	8.30	16.60
Broom 	1	4.90	4.90

Other Expenses	Quantity	Price (RM)	Total (Quantity x Price)
Dustpan 	1	4	4
Mop and Bucket (Set) 	1	5	5
Apron 	5	5	25
Oven Glove 	5	2.75	13.75
TOTAL			69.25

7.8.3 List of Packaging Cost

Table 7.18 List of Packaging Cost

Types	Quantity	Price per Unit (RM)	Monthly Cost (RM)
Paper bag (Size 5S) (100 pcs per packet) 	2	3.80	7.60
Coffee Cup with Lid (50 pcs) (Hot) 	15	6.50	97.50
Plastic Cup 32 oz (100 pcs) 	8	20	160
Labelling Sticker (4cm x 4cm) (245pcs) 	1	13.15	13.15

Types	Quantity	Price per Unit (RM)	Monthly Cost (RM)
Plastic Cup Holder (25pcs 2/ 25pcs 4) 	15	9.90	148.50
Plastic Straw 250 pcs 	4	2.50	10
TOTAL			436.75

7.9 Total Operation Cost

Total Operation Cost = Direct Material Cost (total raw material) + Direct Labor Cost (total remuneration) + Overhead Cost (total operations overhead)

$$\begin{aligned}\text{Total Operation Cost} &= \text{RM}18066.22 + \text{RM}2417.95 + \text{RM} 717.65 \\ &= \text{RM}21201.82\end{aligned}$$

7.10 Cost Per Unit

$$\begin{aligned}\text{Cost per unit} &= \frac{\text{Total Operations Cost (RM}21201.82\text{)}}{\text{Total number of Output (Output per month) (5537)}} \\ &= \text{RM} 3.83\end{aligned}$$

7.11 Productivity Index (PI)

$$\begin{aligned}\text{Productivity Index} &= \frac{\text{Total value of Output (RM}45669.10\text{)}}{\text{Total Value of input (RM}21201.82\text{)}} \\ &= 2.15\end{aligned}$$

7.12 Location Plan

KOPI SENJA CAFÉ is located at No. 49, Jalan Plumbum P7/P, Seksyen 7, 40000 Shah Alam, Selangor, nearby Jakel Shah Alam. Thanks to the nearby households, public buildings, hospitals, schools, and other establishments, our café's extremely advantageous position will also increase sales revenue. It will inevitably help our café management succeed. Even though our competitors such

as Kopi Saigon and ZUS Coffee can give a great competition for us, we do believe that our business has an advantage such as the affordable price for our product.

7.13 *Business and operation hours*

Business hours = 7 hours per day (5.00 p.m until 12.00 a.m)


Operating hours = 9 hours per day (4.00 p.m until 1.00 a.m)


Working days = 7 days per week (Monday – Sunday)

KOPI SENJA CAFÉ will be open seven days a week, from 5 p.m. to 12 p.m., from Monday to Friday. Because this company only employs five people, there will only be one shift every day, during which all employees will work for seven hours. When the operation hours begin, each employee will begin their jobs and responsibilities.

7.14 *License, permits, and regulations required*

Table 7.19 License, permits and regulations

Type of License	Fees	Logos
Typhoid Injection License (3 years)	RM 80 per person (5 x RM 80)	
Business License	RM155	

		
TOTAL	RM 555	

7.15 Operations Budget

Table 7.20 Operations Budget

Item	Fixed Assets	Monthly Expenses (RM)	Other Expenses (RM)
Fixed Asset			
<ul style="list-style-type: none"> • Machine & Equipment • Kitchen Tools • Furniture & Fittings 	3166 1070.70 390		
Working Capital			
<ul style="list-style-type: none"> • Raw Materials • Total Overhead • Packaging Cost 		18066.22 280.90 436.75	
Other Expenses			
<ul style="list-style-type: none"> • Other expenses • Business & Typhoid Injection License 			69.25 555
TOTAL	4626.7	18783.87	624.25
		24034.82	

7.16 Implementation Schedule

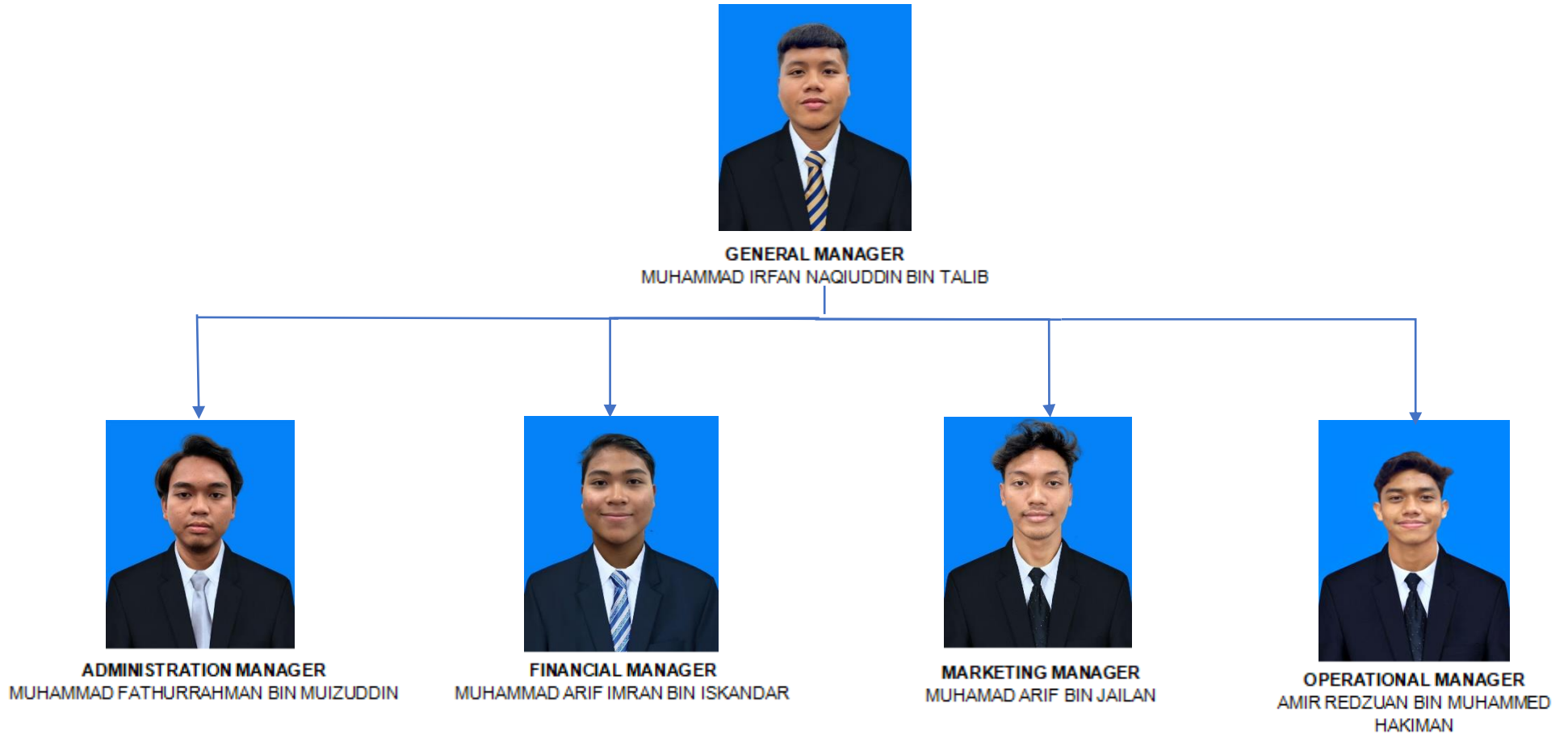
Table 7.21 Implementation Schedule

Activities	Datelines	Duration
Plan for business <ul style="list-style-type: none"> • Make survey for business opportunity • Settled for a business location • Business premise will be discussed and find agreement on rental. • Make research for machine and equipment. • Survey on what raw materials needed. 	4 October 2022 – 4 December 2022	2 Months
Applications for permits and license	5 December 2022 – 5 January 2023	1 Month
Make banner, sign, menu for business	6 January 2023 – 13 January 2023	1 Week
Installation of machine based on decided machine research.	14 January 2023 – 28 January 2023	2 Week
Make renovation, decoration and clean business premise	29 January 2023	2 Months
Day of Commencement	1 February 2023	

ADMINISTRATION PLAN

8.0 Administration Plan

8.1 Organizational Chart for Administration Department



8.2 Manpower Planning

Table 8.2 List of Personnel

POSITION	NUMBER OF POSITION
GENERAL MANAGER	1
ADMINISTRATION MANAGER	1
MARKETING MANAGER	1
OPERATION MANAGER	1
FINANCIAL MANAGER	1
TOTAL	5

8.3 Schedule of Task and Responsibilities

Table 8.3 Task and Responsibilities

POSITION	RESPONSIBILITY
<p>GENERAL MANAGER</p>	<ul style="list-style-type: none"> • Need to overseeing daily businessactivities in the cafe • Managing big business budget • Developing fresh growth strategies • Manage organization’s businessactivities • Identifying growth opportunities • Training low- level managers and staff • Improving revenue
<p>ADMINISTRATION MANAGER</p>	<ul style="list-style-type: none"> • Need to organize meeting schedules for various departments • Provide standard clerical duties as assigned, including faxing, copying, mailing, and communicating with all the clients • Help organize small to large scale eventsand provide ongoing assistance during events • Set policies and procedures to ensure that staff members are well trained and confident in their abilities • Overseeing special projects and trackingprogress towards business goals

MARKETING MANAGER	<ul style="list-style-type: none">• Creating promotional information to drive business• Managing budgets for marketing campaigns• Always think and testing about new marketing opportunities through social media• Analyze customer feedback from social media platforms about cafe services• Educating employees about industry marketing trends
OPERATION MANAGER	<ul style="list-style-type: none">• Help promote business culture that encourages top performance and high morale• Make important policy, planning, and strategy decisions• Assists Human Resources with recruiting when necessary• Ensure all legal and regulatory documents are filed and monitor compliance with laws and regulations

FINANCIAL MANAGER	<ul style="list-style-type: none">• Prepare financial statements, business activity reports, and forecasts• Monitor financial details to ensure that legal requirements are met• Analyze market trends to find opportunities for expansion or for acquiring other companies• Help management make financial decisions
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8.4 Schedule of Remuneration

Table 8.4 Schedule of Remuneration

POSITION	NO	MONTHLY SALARY (RM)	EPF (13%) (RM)	SOCSSO (1.75%) (RM)	EIS (0.4%) (RM)	TOTAL AMOUNT (RM)
GENERAL MANAGER	1	RM 2300	RM 302	RM 41.15	RM 4.7	RM 2647.85
ADMINISTRATION MANAGER	1	RM 2100	RM 276	RM 37.65	RM 4.3	RM 2417.95
MARKETING MANAGER	1	RM 2100	RM 276	RM 37.65	RM 4.3	RM 2417.95
OPERATION MANAGER	1	RM 2100	RM 276	RM 37.65	RM 4.3	RM 2417.95
FINANCIAL MANAGER	1	RM 2100	RM 276	RM 37.65	RM 4.3	RM 2417.95
TOTAL						RM 12319.65

8.5 Office Furniture, Fitting and Office Supplies

Table 8.5.1 List of Office Furniture and Fittings

Type	Quantity	Price/ Unit (RM)	Total (RM)
Desk	1	200.00	200.00
Chair	2	40.00	80.00
Lamp	1	30.00	30.00
File Cabinet	1	50.00	50.00
Fan	1	100.00	100.00
Total			460.00

Table 8.5.2 List of Office Supplies

Type	Quantity	Price/ Unit (RM)	Total (RM)
Stationary Set	1	10.00	10.00
File	1	10.00	10.00
A4 Bundle	1	20.00	20.00
Ink Printer Set	1	40.00	40.00
Total			80.00

Table 8.5.3 List of Office Equipment

Type	Quantity	Price/ Unit (RM)	Total (RM)
Laptop	1	2000.00	2000.00
Printer	1	500.00	500.00
Total			2500.00

Table 8.5.4 List of Miscellaneous Supply

Type	Quantity	Price/ Unit (RM)	Total (RM)
Dust Bin	1	13.50	10.00
Safety Aid Kit	1	120.00	120.00
Fire Extinguisher	1	150.00	150.00
Total			283.50

8.6 Pre – Operating Cost

Table 8.6 Pre-Operating Cost

Type	Remark	Quantity	Total (RM)
Business Registration	Suruhanjaya Syarikat Malaysia	1	60.00
Safety Plan	Jabatan Bomba & Penyelamat	1	5.00
		Total	65.00

8.7 Business Deposit

Table 8.7 Business Deposit

Type	Remark	Total (RM)
Building Rental	Deposit for 3 months	6000.00
RHB SME Account	Deposit for the business bank account	1500.00
	Total	7500.00

8.8 ADMINISTRATION BUDGET

Table 8.6 Administration Budget

Item	Fixed Assets (RM)	Monthly Expenses (RM)	Other Expenses (RM)	Total (RM)
Fixed Asset				
• Office furniture	460.00			32960.00
• Office equipment	2500.00			
• Renovation	30000.00			
Working Capital				
• Salary, EPF, SOCSO, EIS		12319.65		16399.65
• Bill Utilities		2000.00		
• Rental		2000.00		
• Office Supply		80.00		
Other Expenses				
• Business deposit cost			7500.00	7848.50
• Pre Operating Cost			65.00	
• Miscellaneous supply			283.50	
Total				57208.15

FINANCIAL PLAN

9 Financial Plan

9.1 Operating Budget

9.1.1 Administrative Department

Table 9.1 Administrative Budget

ADMINISTRATIVE BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
<i>Fixed Assets</i>				
Land & Building	-			-
Office Equipment	2,500			2,500
Office Furniture	460			460
Renovation	30,000			30,000
	-			-
<i>Working Capital</i>				
Salary		12,320		12,320
Bill Utilities		2,000		2,000
Rental		2,000		2,000
Office Supply		80		80
		-		-
		-		-
		-		-
<i>Pre-Operations & Other Expenditure</i>				
Other Expenditure			284	
Deposit (rent, utilities, etc.)			7,500	7,500
Business Registration & Licences			60	60
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			5	5
Total	32,960	16,400	7,849	56,925

9.1.2 Marketing Department

Table 9.2 Marketing Budget

MARKETING BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Signboard (20ft x 6ft)	1,150			1,150
	-			-
	-			-
	-			-
Working Capital				
Business card		80		80
Flyers		75		75
		-		-
		-		-
		-		-
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			120	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	1,150	155	120	1,305

9.1.3 Operations Department

Table 9.3 Operations Budget

OPERATIONS BUDGET				
Particulars	F.Assets	Monthly Exp.	Others	Total
Fixed Assets				
Machine & Equipment	3166			3,166
Kitchen Tools	1070.7			1,071
Furniture & Fittings	390			390
				-
Working Capital				
Raw Materials & Packaging		18,503		18,503
Carriage Inward & Duty		-		-
Salaries, EPF & SOCSO		-		-
Overhead Operations		281		281
		-		-
		-		-
		-		-
Pre-Operations & Other Expenditure				
Other Expenditure			69	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			555	555
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
Total	4,627	18,784	624	23,966

9.2 Project Implementation Cost and Sources of Finance

Table 9.4 Project Implementation Cost and Sources of Finance

KOPI SENJA CAFÉ PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
Fixed Assets					
Land & Building					
Office Equipment	2,500				2,500
Office Furniture	460	40			420
Renovation	30,000	10,000		20,000	
Signboard (20ft x 6ft)	1,150			1,150	
Machine & Equipment	3,166	1,666		1,500	
Kitchen Tools	1,071	950			121
Furniture & Fittings	390	390			
Working Capital	1 months				
Administrative	16,400	16,400			
Marketing	155			155	
Operations	18,784	17,689		1,095	
Pre-Operations & Other Expenditure	8,593	7,079		1,514	
Contingencies	7%	5,787	5,787		
TOTAL	88,455	60,000		25,414	3,041

9.3 Fixed Asset Depreciation Schedule

Table 9.5 Fixed Asset Depreciated Schedule

**KOPI SENJA CAFÉ
DEPRECIATION SCHEDULES**

Fixed Asset		Office Equipment	
Cost (RM)		2,500	
Method		Straight Line	
Economic Life (yrs)		4	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	2,500
1	625	625	1,875
2	625	1,250	1,250
3	625	1,875	625
4	625	2,500	-
5	0	0	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Office Furniture	
Cost (RM)		460	
Method		Straight Line	
Economic Life (yrs)		7	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	460
1	66	66	394
2	66	131	329
3	66	197	263
4	66	263	197
5	66	329	131
6	66	394	66
7	66	460	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset		Renovation	
Cost (RM)		30,000	
Method		Straight Line	
Economic Life (yrs)		8	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	30,000
1	3,750	3,750	26,250
2	3,750	7,500	22,500
3	3,750	11,250	18,750
4	3,750	15,000	15,000
5	3,750	18,750	11,250
6	3,750	22,500	7,500
7	3,750	26,250	3,750
8	3,750	30,000	-
9	0	0	-
10	0	0	-

Fixed Asset		Signboard (20ft x 6ft)	
Cost (RM)		1,150	
Method		Straight Line	
Economic Life (yrs)		6	
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	1,150
1	192	192	958
2	192	383	767
3	192	575	575
4	192	767	383
5	192	958	192
6	192	1,150	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

Fixed Asset Machine & Equipment				Fixed Asset Kitchen Tools			
Cost (RM) 3,166				Cost (RM) 1,071			
Method Straight Line				Method Straight Line			
Economic Life (yrs) 5				Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value	Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	3,166		-	-	1,071
1	633	633	2,533	1	214	214	857
2	633	1,266	1,900	2	214	428	642
3	633	1,900	1,266	3	214	642	428
4	633	2,533	633	4	214	857	214
5	633	3,166	-	5	214	1,071	-
6	0	0	-	6	0	0	-
7	0	0	-	7	0	0	-
8	0	0	-	8	0	0	-
9	0	0	-	9	0	0	-
10	0	0	-	10	0	0	-

Fixed Asset Furniture & Fittings			
Cost (RM) 390			
Method Straight Line			
Economic Life (yrs) 5			
Year	Annual Depreciation	Accumulated Depreciation	Book Value
	-	-	390
1	78	78	312
2	78	156	234
3	78	234	156
4	78	312	78
5	78	390	-
6	0	0	-
7	0	0	-
8	0	0	-
9	0	0	-
10	0	0	-

9.4 Loan and Hire Purchase Depreciation Schedule

Table 9.6 Loan and Hire Purchase Depreciation Schedule

KOPI SENJA CAFÉ									
LOAN & HIRE-PURCHASE AMMORTISATION SCHEDULES									
LOAN REPAYMENT SCHEDULE					HIRE-PURCHASE REPAYMENT SCHEDULE				
<i>Amount</i> 60,000					<i>Amount</i>				
<i>Interest Rate</i> 5%					<i>Interest Rate</i> 5%				
<i>Duration (yrs)</i> 5					<i>Duration (yrs)</i> 5				
<i>Method</i> Baki Tahunan									
<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>	<i>Year</i>	<i>Principal</i>	<i>Interest</i>	<i>Total Payment</i>	<i>Principal Balance</i>
	-	-		60,000		-	-		-
1	12,000	2,850	14,850	48,000	1	-	-	-	-
2	12,000	2,280	14,280	36,000	2	-	-	-	-
3	12,000	1,710	13,710	24,000	3	-	-	-	-
4	12,000	1,140	13,140	12,000	4	-	-	-	-
5	12,000	570	12,570	-	5	-	-	-	-
6	0	0	-	-	6	-	-	-	-
7	0	0	-	-	7	-	-	-	-
8	0	0	-	-	8	-	-	-	-
9	0	0	-	-	9	-	-	-	-
10	0	0	-	-	10	-	-	-	-

9.5 Proforma Cashflow Statement

Table 9.7 Cashflow Statement

KOPI SENJA CAFÉ CASH FLOW PRO FORMA STATEMENT																
MONTH	Pre-Operations	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL YR 1	YEAR 2	YEAR 3
CASH INFLOW																
Capital (Cash)	25,414													25,414		
Loan	60,000													60,000		
Cash Sales		45,669	45,669	45,669	45,669	45,669	45,669	45,669	45,669	45,669	45,669	45,669	45,669	548,029	602,832	693,257
Collection of Accounts Receivable																
TOTAL CASH INFLOW	85,414	45,669	45,669	45,669	45,669	45,669	45,669	45,669	45,669	45,669	45,669	45,669	45,669	633,443	602,832	693,257
CASH OUTFLOW																
Administrative Expenditure																
Salary		12,320	12,320	12,320	12,320	12,320	12,320	12,320	12,320	12,320	12,320	12,320	12,320	147,836	162,619	187,012
Bill Utilities		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	26,400	30,360
Rental		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000	26,400	30,360
Office Supply		80	80	80	80	80	80	80	80	80	80	80	80	960	1,056	1,214
Marketing Expenditure																
Business card		80	80	80	80	80	80	80	80	80	80	80	80	960	1,056	1,214
Flyers		75	75	75	75	75	75	75	75	75	75	75	75	900	990	1,138
Operations Expenditure																
Cash Purchase		9,251	9,251	9,251	9,251	9,251	9,251	9,251	9,251	9,251	9,251	9,251	9,251	111,016	119,145	137,017
Payment of Account Payable			9,251	9,251	9,251	9,251	9,251	9,251	9,251	9,251	9,251	9,251	9,251	101,766	111,018	119,145
Carriage Inward & Duty																
Salaries, EPF & SOCSO																
Overhead Operations		261	261	261	261	261	261	261	261	261	261	261	261	3,371	3,708	4,264
Other Expenditure		473												473	520	596
Pre-Operations																
Deposit (rent, utilities, etc.)	7,500													7,500		
Business Registration & Licences	615													615		
Insurance & Road Tax for Motor Vehicle																
Other Pre-Operations Expenditure	5													5		
Fixed Assets																
Purchase of Fixed Assets - Land & Building																
Purchase of Fixed Assets - Others	35,696													35,696		
Hire-Purchase Down Payment																
Hire-Purchase Repayment:																
Principal																
Interest																
Loan Repayment:																
Principal		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	12,000	12,000
Interest		237	237	237	237	237	237	237	237	237	237	237	237	2,850	2,280	1,710
Tax Payable														0	0	0
TOTAL CASH OUTFLOW	43,816	27,797	36,576	36,576	36,576	36,576	36,576	36,576	36,576	36,576	36,576	36,576	36,576	473,949	467,192	526,034
CASH SURPLUS (DEFICIT)	41,598	17,872	9,093	9,093	9,093	9,093	9,093	9,093	9,093	9,093	9,093	9,093	9,093	159,494	135,639	167,222
BEGINNING CASH BALANCE		41,598	59,470	68,563	77,656	86,749	95,842	104,935	114,028	123,121	132,215	141,308	150,401		159,494	295,133
ENDING CASH BALANCE	41,598	59,470	68,563	77,656	86,749	95,842	104,935	114,028	123,121	132,215	141,308	150,401	159,494	159,494	295,133	462,356

9.6 Proforma Income Statement

Table 9.8 Cost Statement

KOPI SENJA CAFÉ PRODUCTION COST PRO-FORMA STATEMENT			
	Year 1	Year 2	Year 3
Raw Materials	0	10,831	11,915
Opening Stock			
Current Year Purchases	222,036	238,291	274,034
Ending Stock	10,831	11,915	13,702
Raw Materials Used	211,204	237,208	272,247
Carriage Inward			
	205,785	273,208	272,247
Salaries, EPF & SOCSO			
Factory Overhead			
Depreciation of Fixed assets	925	925	925
(Operations)			
Overhead	3,371	3,708	4,264
Total Factory Overhead	4,296	4,633	5,189
Production Cost	215,500	241,841	277,437

**KOPI SENJA CAFÉ
PRO-FORMA INCOME STATEMENT**

Table 9.8 Income Statement

	Year 1	Year 2	Year 3
Sales	548,029	602,832	693,257
Less: Cost of Sales			
Opening Stock of Finished Goods			
Production Cost	215,500	241,841	277,437
less: Ending Stock of Finished Goods	0	0	0
	210,500	241,841	277,437
Gross Profit	332,529	360,991	415,820
Less: Expenditure			
Administrative Expenditure	196,796	216,475	248,947
Marketing Expenditure	1,860	2,046	2,353
Other Expenditure	473	520	598
Business Registration & Licences	615		
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure	5		
Interest on Hire-Purchase			
Interest on Loan	2,850	2,280	1,710
Depreciation of Fixed Assets	4,632	4,632	4,632
Total Expenditure	207,231	225,954	258,240
Net Profit Before Tax	125,298	135,037	157,580
Tax	0	0	0
Net Profit After Tax	125,298	135,037	157,580
Accumulated Net Profit	125,298	260,335	417,915

9.7 Proforma Balance Sheet

KOPI SENJA CAFÉ PRO-FORMA BALANCE SHEET

Table 9.9 Balance Sheet

	Year 1	Year 2	Year 3
ASSETS			
Fixed Assets (Book Value)			
Land & Building	1,875	1,250	625
Office Equipment	394	329	263
Office Furniture	26,250	22,500	18,750
Renovation			
Signboard (20ft x 6ft)	958	767	575
	2,533	1,900	1,266
Machine & Equipment	857	642	428
Kitchen Tools	312	234	156
Furniture & Fittings			
	33,179	27,621	22,064
Current Assets	10,831	11,915	13,702
Stock of Raw Materials			
Stock of Finished Goods	159,494	295,133	462,356
Accounts Receivable	170,325	307,048	476,057
Cash Balance			
Other Assets	7,500	7,500	7,500
Deposit			
TOTAL ASSETS	211,004	342,169	505,621
Owners' Equity	28,455	28,455	28,455
Capital	125,298	260,335	417,915
Accumulated Profit	153,753	288,790	446,370
Long Term Liabilities	48,000	36,000	24,000
Loan Balance			

Hire-Purchase Balance	48,000	36,000	24,000
Current Liabilities			
Accounts Payable	9,251	17,379	35,251
TOTAL EQUITY & LIABILITIES	211,004	342,169	505,621

9.8 Financial Ratio Analysis

9.8.1 Liquidity Ratios

9.8.1.1 Current Ratios

Table 9.10 Current Ratios

Calculation	Explanation	Graph
<p>Current Ratio</p> $\frac{\text{Current Asset}}{\text{Current Liabilities}}$ $\text{Current Ratio} = \frac{170,325}{9,251}$ <p>Year 1 = 18.41 Year 2 = 17.67 Year 3 = 13.50</p>	<p>For every RM1 of current liabilities, the business had RM18.41 available to pay for the debt</p>	<p>The graph shows the current ratio over three years. The ratio starts at 18.41 in Year 1, decreases to 17.67 in Year 2, and further to 13.50 in Year 3. The y-axis is labeled 'Ratio' and ranges from 0.0 to 20.0 in increments of 2.0. The x-axis is labeled 'Year' and ranges from 1 to 3.</p>

9.8.1.2 Quick Ratios

Table 9.11 Quick Ratios

Calculation	Explanation	Graph								
<p>Quick Ratio</p> $= \frac{\text{Current Asset} - \text{Inventories}}{\text{Current Liabilities}}$ $\text{Quick Ratio} = \frac{170,325 - 10,831}{9,251}$ <p>Year 1 = 17.24 Year 2 = 16.98 Year 3 = 13.12</p>	<p>The business have enough liquid asset to pay of its debt. Every RM1 of liabilities the business have RM17.24</p>	<p>Quick Ratio (Acid-Test)</p> <table border="1"> <caption>Quick Ratio (Acid-Test) Data</caption> <thead> <tr> <th>Year</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>17.24</td> </tr> <tr> <td>2</td> <td>16.98</td> </tr> <tr> <td>3</td> <td>13.12</td> </tr> </tbody> </table>	Year	Ratio	1	17.24	2	16.98	3	13.12
Year	Ratio									
1	17.24									
2	16.98									
3	13.12									

9.8.2 Efficiency Ratios

9.8.2.1 Inventory Turnover Ratios

Table 9.12 Inventory Turnover Ratios

Calculation	Explanation	Graph								
<p>Cost of Goods Sold</p> $\text{ITO} = \frac{\text{Cost of Goods Sold}}{\text{Average Inventory}} \times 100$ $\text{NPM} = \frac{215,500}{(0 + 10,831)/2} \times 100$ <p>Year 1 = 39.79 times Year 2 = 40.59 times Year 3 = 40.50 times</p>	<p>The business turnover its inventory 40 times per year</p>	<p>Inventory Turnover Ratio</p> <table border="1"> <caption>Inventory Turnover Ratio Data</caption> <thead> <tr> <th>Year</th> <th>Ratio</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>39.79</td> </tr> <tr> <td>2</td> <td>40.59</td> </tr> <tr> <td>3</td> <td>40.50</td> </tr> </tbody> </table>	Year	Ratio	1	39.79	2	40.59	3	40.50
Year	Ratio									
1	39.79									
2	40.59									
3	40.50									

9.8.3 Profitability Ratios

9.8.3.1 Gross Profit Margin

Table 9.13 Gross Profit Margin

Calculation	Explanation	Graph								
$\text{GPM} = \frac{\text{Gross Profit}}{\text{Net Sales}} \times 100$ $\text{GPM} = \frac{332,529}{548,029} \times 100$ Year 1 = 60.68% Year 2 = 59.88% Year 3 = 59.98%	Every RM1 generated in sales, the business has RM0.60 left over to cover basic operating cost and profit	<table border="1"> <caption>Gross Profit Margin Data</caption> <thead> <tr> <th>Year</th> <th>GPM (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>60.68%</td> </tr> <tr> <td>2</td> <td>59.88%</td> </tr> <tr> <td>3</td> <td>59.98%</td> </tr> </tbody> </table>	Year	GPM (%)	1	60.68%	2	59.88%	3	59.98%
Year	GPM (%)									
1	60.68%									
2	59.88%									
3	59.98%									

9.8.3.2 Net Profit Margin

Table 9.14 Net Profit Margin

Calculation	Explanation	Graph								
$\text{NPM} = \frac{\text{Profit After Tax}}{\text{Total Sales}} \times 100$ $\text{NPM} = \text{---} \times 100$ Year 1 = % Year 2 = % Year 3 = %	The business has RM0.27 of net income for every RM1 of sales	<table border="1"> <caption>Return on Sales Data</caption> <thead> <tr> <th>Year</th> <th>Return on Sales (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>23%</td> </tr> <tr> <td>2</td> <td>22%</td> </tr> <tr> <td>3</td> <td>23%</td> </tr> </tbody> </table>	Year	Return on Sales (%)	1	23%	2	22%	3	23%
Year	Return on Sales (%)									
1	23%									
2	22%									
3	23%									

9.8.3.3 Return on Assets

Table 9.15 Return on Assets

Calculation	Explanation	Graph								
$ROA = \frac{\text{Profit After Tax}}{\text{Total Asset}} \times 100$ $ROA = \frac{125,298}{211,004} \times 100$ Year 1 = 59.38% Year 2 = 39.47% Year 3 = 31.17%	Every RM1 that the business invested in asset produces RM0.59	<p>The graph shows the Return on Investment (ROI) over three years. The y-axis represents the percentage return, ranging from 0% to 70% in 10% increments. The x-axis represents the year, from 1 to 3. The data points are: Year 1 at 60%, Year 2 at 40%, and Year 3 at 30%. A red line connects these points, showing a steady decline.</p> <table border="1"> <caption>Return on Investment Data</caption> <thead> <tr> <th>Year</th> <th>ROI (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>60</td> </tr> <tr> <td>2</td> <td>40</td> </tr> <tr> <td>3</td> <td>30</td> </tr> </tbody> </table>	Year	ROI (%)	1	60	2	40	3	30
Year	ROI (%)									
1	60									
2	40									
3	30									

9.8.3.4 Return on Equity

Table 9.16 Return on Equity

Calculation	Explanation	Graph								
$ROE = \frac{\text{Profit After Tax}}{\text{Total Equity}} \times 100$ $ROE = \frac{125,298}{153,753} \times 100$ Year 1 = 81.49% Year 2 = 46.76% Year 3 = 35.30%	Every RM1 in equity will earn RM0.81 of net income	<p>The graph shows the Return on Equity (ROE) over three years. The y-axis represents the percentage return, ranging from 0% to 90% in 10% increments. The x-axis represents the year, from 1 to 3. The data points are: Year 1 at 80%, Year 2 at 45%, and Year 3 at 35%. A red line connects these points, showing a steady decline.</p> <table border="1"> <caption>Return on Equity Data</caption> <thead> <tr> <th>Year</th> <th>ROE (%)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>80</td> </tr> <tr> <td>2</td> <td>45</td> </tr> <tr> <td>3</td> <td>35</td> </tr> </tbody> </table>	Year	ROE (%)	1	80	2	45	3	35
Year	ROE (%)									
1	80									
2	45									
3	35									

9.8.4 Solvency Ratios

9.8.4.1 Debt to Equity

Table 9.17 Debt to Equity

Calculation	Explanation	Graph
$\text{Debt to Equity} = \frac{\text{Total Liabilities}}{\text{Total Equity}}$ $\text{Debt to Equity} = \frac{57,251}{153,753}$ <p>Year 1 = 0.37 Year 2 = 0.18 Year 3 = 0.13</p>	<p>A debt-to-equity ratio of 0.5 shows that the company has RM0.37 in debt for every RM1 in equity</p>	<p>The graph shows the Debt to Equity Ratio over three years. The y-axis is labeled 'Ratio' and ranges from 0.0 to 0.4 in increments of 0.1. The x-axis is labeled 'Year' and has markers for 1, 2, and 3. A red line connects three data points: (1, 0.37), (2, 0.18), and (3, 0.13). The ratio decreases significantly from Year 1 to Year 2 and continues to decrease slightly in Year 3.</p>

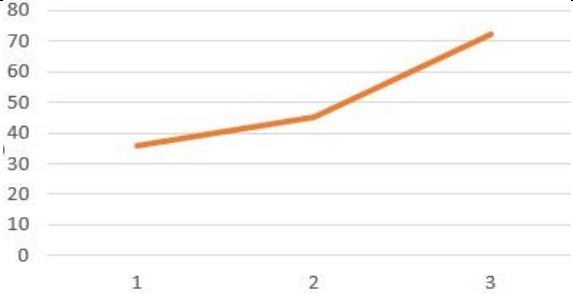
9.8.4.2 Debt to Assets

Table 9.18 Debt to Assets

Calculation	Explanation	Graph
$\text{Debt to Asset} = \frac{\text{Total Liabilities}}{\text{Total Asset}}$ $\text{Debt to Asset} = \frac{57,250}{211,004}$ <p>Year 1 = 0.27 Year 2 = 0.15 Year 3 = 0.12</p>	<p>For every RM1 in asset the business has RM0.17 in liabilities. The business owns more asset than liabilities and can meet its obligations by selling its asset if needed</p>	<p>The graph shows the Debt to Assets ratio over three years. The y-axis ranges from 0 to 0.35 in increments of 0.05. The x-axis is labeled 'Year' and has markers for 1, 2, and 3. An orange line connects three data points: (1, 0.27), (2, 0.15), and (3, 0.12). The ratio decreases from Year 1 to Year 2 and continues to decrease slightly in Year 3.</p>

9.8.4.3 Time Interest Earned

Table 9.19 Time Interest Earned

Calculation	Explanation	Graph								
$\text{TIE} = \frac{\text{EBIT}}{\text{Interest Expenses}}$ $\text{TIE} = \frac{125,298}{2,850}$ <p>Year 1 = 43 times</p> <p>Year 2 = 114 times</p> <p>Year 3 = 244times</p> <p>*EBIT = Income Before Interest and Tax</p>	<p>Interest expense of the business are 37 times covered by its net income before interest and tax</p>	 <table border="1" data-bbox="868 411 1438 703"> <caption>Data for Time Interest Earned Graph</caption> <thead> <tr> <th>Year</th> <th>Time Interest Earned (TIE)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>43</td> </tr> <tr> <td>2</td> <td>114</td> </tr> <tr> <td>3</td> <td>244</td> </tr> </tbody> </table>	Year	Time Interest Earned (TIE)	1	43	2	114	3	244
Year	Time Interest Earned (TIE)									
1	43									
2	114									
3	244									

BUSINESS MODEL CANVAS

Table 10.1 Business Model Canvas of Kopi Senja

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENT
<p>Suppliers -coffee supplier</p>	<p>- Customer services - Process Planning</p> <ul style="list-style-type: none"> • Cream cheese bagel • Muffin •Americano • Cappuccino • Marrochino 	<p>Strategic Location</p> <ul style="list-style-type: none"> • Residential Area • Educational Area <p>Better quality and cheaper price</p> <p>Various selection of coffee and pastries</p> <ul style="list-style-type: none"> • Cream cheese bagel • Muffin •Americano • Cappuccino • Marrochino 	<p>Personal Assistant Get: promotion, social media,</p> <p>Grow: joining festival/ food festival</p> <p>Keep: Discount to the customer, quality product, providing fast service, survey</p>	<p>- University students i) UITM, UNISEL, MSU</p> <p>- Corporate people i)government and NGO segment</p> <p>- Casual coffee drinkers</p>
<p>KEY RESOURCES</p> <p>Tangible land, human resources, raw materials, suppliers, financial resources</p> <p>Professional baristas Online payment and delivery</p>		<p>CHANNELS</p> <p>Primary Channel -Online website -paid review</p> <p>Secondary Channel -Social media -Food magazine -coffee shop</p>		
<p>COST STRUCTURE</p> <p>Marketing cost</p> <ul style="list-style-type: none"> • Land & Building, Office Equipment, Office Furniture, Renovation <p>Operation cost</p> <ul style="list-style-type: none"> • Signboard, Business card, Flyers, and Billboard <p>Administration cost</p> <ul style="list-style-type: none"> • Overhead bill, Pre-operation, Kitchen tools, and Machine & Equipment 			<p>REVENUE STREAMS</p> <p>ASSET SALE-sales of coffee and beverages</p> <p>USAGE FEE- packaging.</p>	

CONCLUSION

11.0 Conclusion

In a nutshell, Kopi Senja is a coffee-based business that sells a variety of coffees and some pastries. We make sure that all of the items from our cafe serve the best servings at very affordable prices. Moreover, Kopi Senja Cafe also promised to ensure that all the ingredients that we use are of the best quality, fresh, and perfectly in good condition as we want to serve only the good quality ones to our customers because we hold to customers come first. To meet the growing demand of our customers, we plan to add more fillings and open a new franchise in the future.

We are incredibly appreciative that we can finish our business strategy. We have all benefited much from being able to learn from the difficulties we have endured. We anticipate that business will expand smoothly going forward. Despite the fact that there are many rival businesses in the neighborhood, our objective is to make a lot of money in this industry. Our good collaboration allowed us to finish this business plan.

By providing the best experience through premium coffee to start your day off right and to ensure that every one of our customers is satisfied and always gives the best feedback on the service and menu items that have been set in our cafe, we also hope that our hard work and dedication will help us realize our vision of becoming the most well-known brand in Southeast Asia. Due to the abundance of parking spots nearby, our guests can easily enter our establishment and enjoy a wonderful eating experience with a beautiful city view in Shah Alam, Selangor. The variety of coffee that is given is also ideal and acceptable for coffee aficionados.

Opening Kopi Senja Cafe at Shah Alam allows us to produce the best coffee and serve it to customers efficiently. This will allow the employees in the surrounding area to enjoy our food and drinks in order to improve their moods and continue to do their jobs. Visitors who walk around the area will also have the opportunity to sample some delicious cuisine.

APPENDICES

APPENDICES



Figure 12.1 Logo of Kopi Senja Cafe



Figure 12.2 Flyers for Kopi Senja Cafe



Figure 12.3 Banners for Kopi Senja Cafe

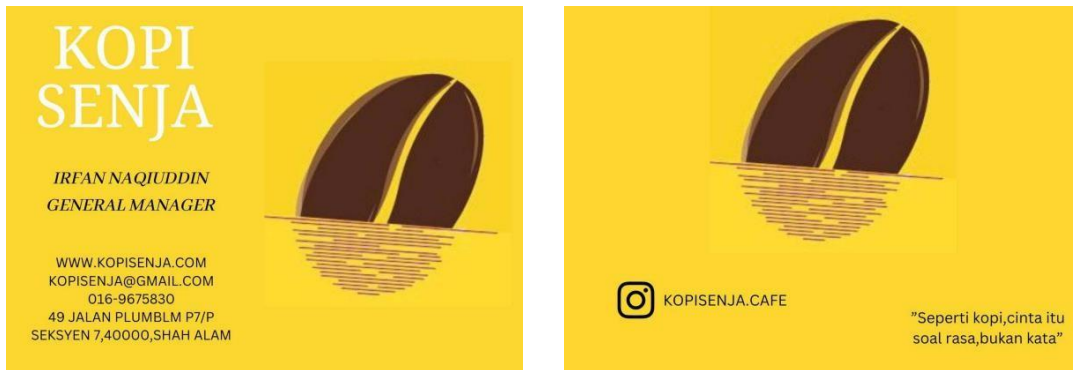


Figure 12.4 Business card for Kopi Senja Cafe



Figure 12.4 Signboard for Kopi Senja Cafe

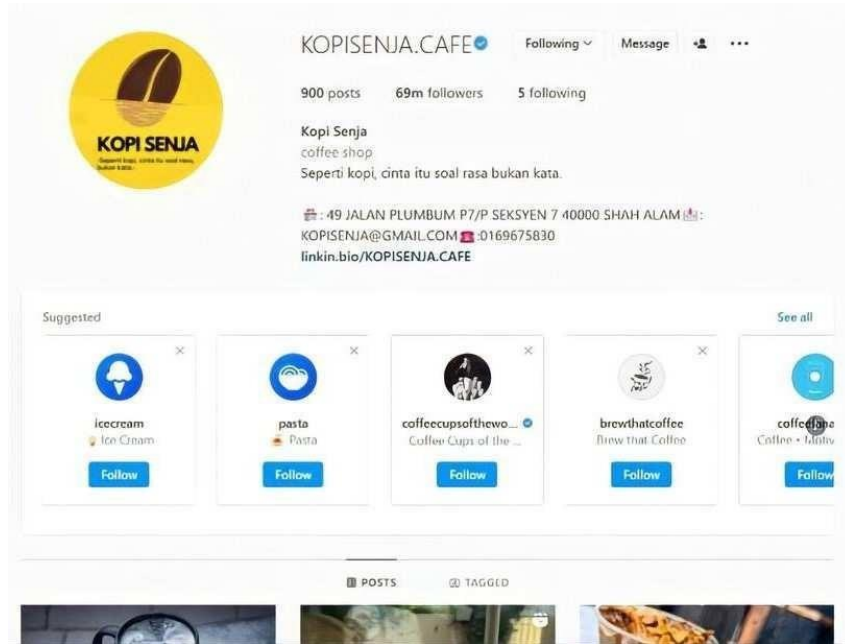


Figure 12.6 Instagram for Kopi Senja Cafe

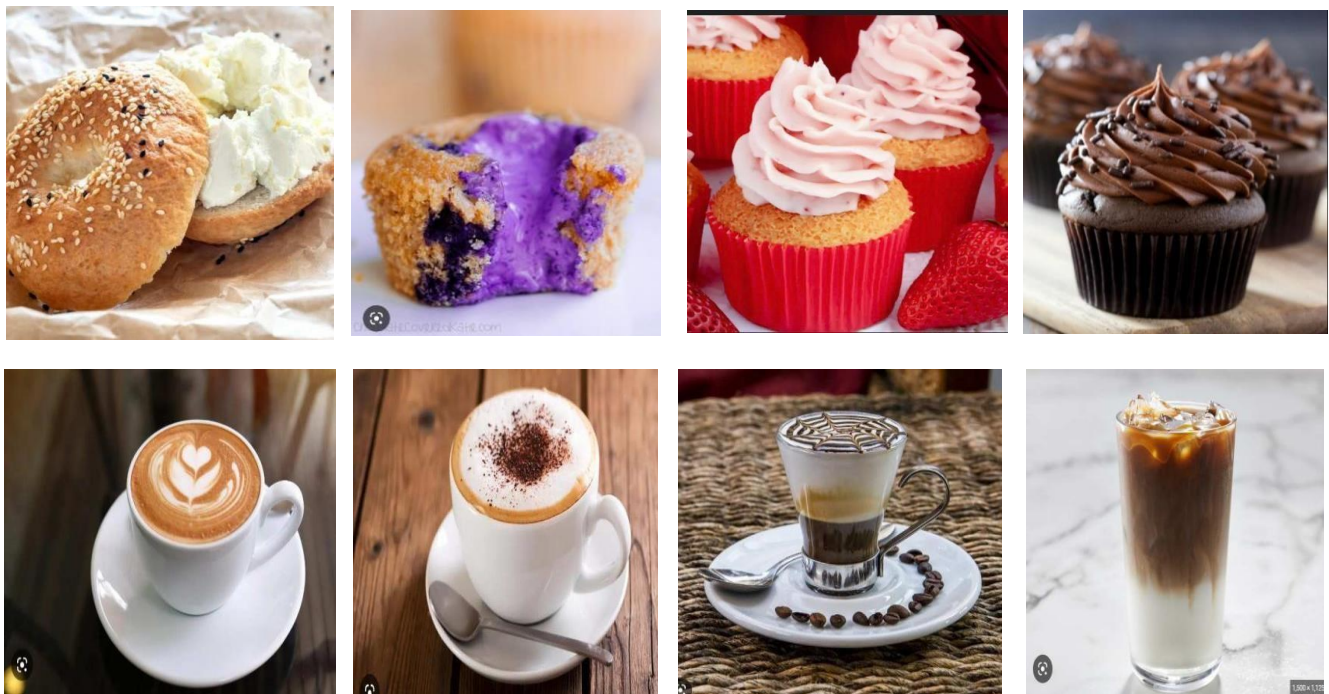


Figure 12.7 Menu for Kopi Senja Cafe

PARTNERSHIP AGREEMENT

3. Business Location

Our partners have agreed to make Kopi Senja Cafe our partnership's name and our business will be operating at No. 49, Jalan Plumbum P7/P, Seksyen 7, 40000 Shah Alam, Selangor, Malaysia.

4. Partnership Positions

POSITION	PARTNERS
General Manager	MUHAMMAD IRFAN NAQUIDDIN BIN TALIB
Administration Manager	MUHAMMAD FATHURRAHMAN BIN MUIZUDDIN
Marketing Manager	MUHAMAD ARIF BIN JAILAN
Operational Manager	AMIR REDZUAN BIN MUHAMMED HAKIMAN
Financial Manager	MUHAMMAD ARIF IMRAN BIN ISKANDAR

5. Partner's Capital Contributors:

NAME	CAPITAL (RM)
MUHAMMAD IRFAN NAQUIDDIN BIN TALIB	5,750
MUHAMMAD FATHURRAHMAN BIN MUIZUDDIN	5,455
MUHAMAD ARIF BIN JAILAN	5,750
AMIR REDZUAN BIN MUHAMMED HAKIMAN	5,750
MUHAMMAD ARIF IMRAN BIN ISKANDAR	5,750

6. Profit and Losses

The net profits and losses of the business will be divided based on each partner's contribution. Any financial document, such as a profit and loss statement, balance sheet, or other financial papers, should not be disclosed to anyone.

7. Partner's Salary

NAME	SALARY (RM)
MUHAMMAD IRFAN NAQUIDDIN BIN TALIB basic	2,300.00
MUHAMMAD FATHURRAHMAN BIN MUIZUDDIN	2,100.00
MUHAMAD ARIF BIN JAILAN	2,100.00
AMIR REDZUAN BIN MUHAMMED HAKIMAN	2,100.00
MUHAMMAD ARIF IMRAN BIN ISKANDAR	2,100.00

8. Partnership Team

The Partnership shall commence on 1st February 2023 and shall continue through the death of all partners, or until the termination of the Partnership pursuant to the terms of this Agreement or the consent of the Partners.

9. Labor Right

- I. Each partner is entitled to take 1 day off per week.
- II. All decision-making and resolving deputies of this Partnership are using the voting system method to achieve mutual understanding and agreement.
- III. Resignation notices must be sent 14 days before the resignation date.

10. Commitment of partners

All partners need to contribute their effort and time to the business equally. Partners need to be motivated during the operation hour of the business. Each partner is regarded as a shareholder. If any shareholders choose to resign from the firm for certain reasons, the corporation will approve their choice and return their shares only if that individual wants to sell their shareholder.