



FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

NAME OF COMPANY:

Crown Herbs Fusion Cafe

TYPES OF BUSINESS:

PARNERSHIP

PREPARED BY

Faculty : Faculty of Plantation And Agrotechnology

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EXCECUTIVE SUMMARY

This business is based on partnership where it consists of four members who hold the Important position in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

Crown Herbs Fusion Café is located at Bintang Megamall, Miri Sarawak. The location in the middle of the city which is surrounded with mall, restaurant and residential area. Other than that, location is most important factor as it helps contributed to the business and helps to generate the profit of the business and reach the target of the business.

The main business activity is selling tea herbs fusion drinks. Tea herbs fusion drinks is made from herbs plants only. The reason of why we sell herbs tea is that we want to introduce the quality of our product that can help to improve people health from disease and increase self improvement for long term. We have sat our target customers who are tea lovers and city community.

Lastly, our business vision is to make. we expect that our business will become more successful in the future because with the material that we use to produce our product will make profit to our business because only use high quality of herbs materials and do not bad side effect human health.

1.1 INTRODUCTION TO THE BUSINESS

- I. **Name of the business** : Crown Herbs Fusion Cafe
 - II. **Nature of the business** : Partnership
 - III. **Industry profile** : Agricultural Product
 - IV. **Business location** : Miri, Sarawak
 - V. **Date of commencement** : 27 OCTOBER 2020
- VI. **Factor selecting in the proposed business**
- a) We choose this business because we want to help people who want to improve their health life and avoid from diseases attack by drinks our product that more to herbs.
 - b) We also want to achieve high customers demand and attract others to have interest on tea herbs.
- VII. **Future prospect of the business**
- a) To enlarge this business by making more branch at whole Sarawak.
 - b) To offer online services for customer who want to order our product.

1.2 PURPOSE OF THE BUSINESS PLAN

A business plan is a formal written document containing business goals, the methods on how these goals can be attained, and the time frame within which these goals need to be achieved. It also describes the nature of the business, background information on the organization, the organization's financial projections, and the strategies it intends to implement to achieve the stated targets. In its entirety, this document serves as a road map that provides direction to the business. There are three categories that we need to focus on in business plan.

Firstly, Entrepreneur. An entrepreneur is an individual who, rather than working as an employee, founds and runs a small business, assuming all the risks and rewards of the venture. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services and business or procedures. Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to anticipate current and future needs and bring good new ideas to market. Entrepreneurs who prove to be successful in taking on the risks of a startup are rewarded with profits, fame and continued growth opportunities. Those who fail suffer losses and become less prevalent in the markets.

Next, customers. Persuade and influence our regarding the product of our agricultural product that have being offer and gives confidence to them to buy our product frequently. We also want to satisfy the needs and wants of the customer.

Lastly, employees. Help employees to understand the business's goals and objectives and give a guideline to them regarding their job duties ad responsibilities and made the work more effectively and efficiently.