



اَوْنِيُوْرَسِيْتِي تِيكِنُوْلُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

THE BLACK LAB COFFEE HOUSE

BUSINESS PLAN

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EXECUTIVE SUMMARY

The Blck Lab Coffee House is a new coffee house that is operated at Mukah, Sarawak. The business form an enterprise based on the partnership venture of four person that also act as managers in the company. Our group has come out with a partnership business plan which provides product for our customer. It is a modern-inspired coffee house that serves a nice range of coffee, homemade desserts and not to mention quality and aromatic coffee.

In order to establish this business plan, all four major aspects of the plan including administratives, operational, marketing and financial planning have to be taken into consideration. This is important for any establishment of a business plan because it can help to predict the progress of the business, to forecast success and build strategy in marketing.

In administrative plan, it helps to manage the overall business objectives and goals in order to accomplish the purpose of business plan. Besides that, admin also deals with the remuneration of staffs and their responsibilities in the organization. In addition, the list of office equipment and furniture, administrative budget are taken into consideration.

In operational plan, it help to determine the process of operations in the business and will be presented by flow chart format. Thi stage is where the manager has to prepare the schedule of operations so that they can run the company smoothly. All the materials, machines and equipment and manpower have to be listed properly according o the reasonable amount. So, a layout plan and budget need to be prepared altogether with the expenses incurred in the business.

In marketing plan, the manager needs to meets the customer needs and wants by determining the target group of customer. In addition, she have to describe clearly the products that provides to the customer in order to estimate the market size and market share to be compared with the competitors in the same industry. Other functions of marketing manager are plan the marketing strategies to attract customer and to forecast sales profit for the company in future.

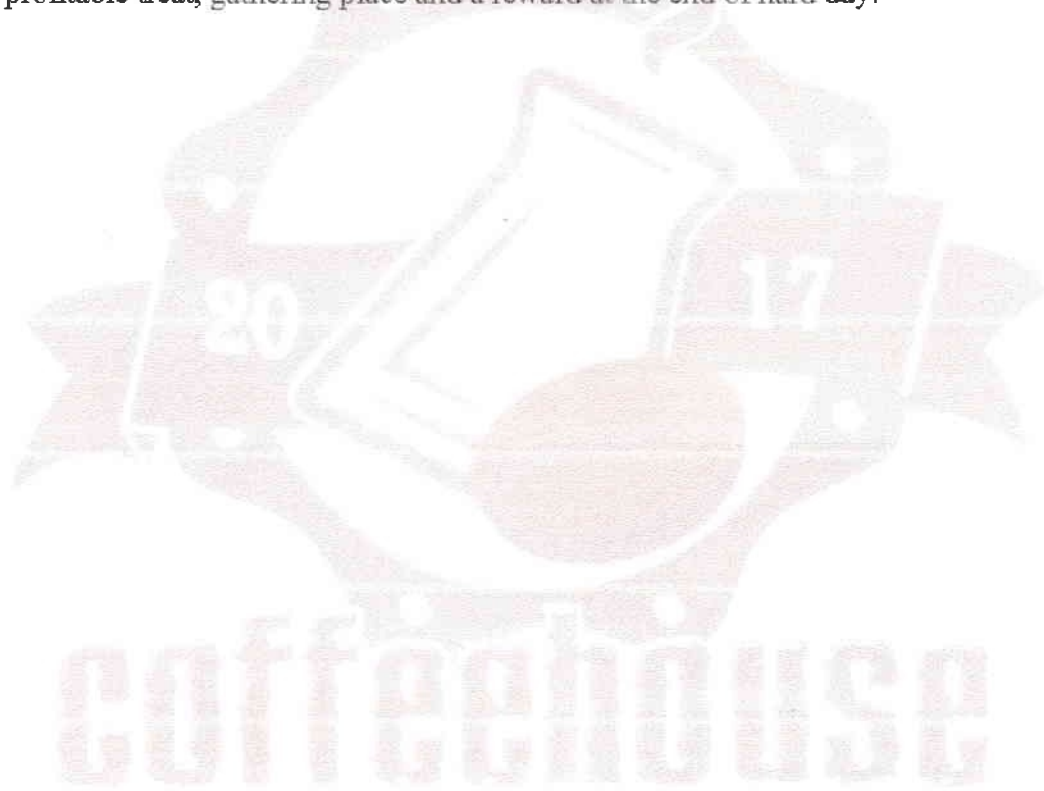
In financial plan, where the all financial information in the administrative, operational and marketing plan are bind together into an account for the purpose of business costs. This is important to prepare the profit and loss account, balance sheet account to ensure that the company has enough capital tto cover all the expenses and stabilize the cashflow.

Last but not least, we hope that the guidelines provided will help to correct the mistakes and business plan will be accepted.

NAME OF COMPANY

The Black Lab Coffee House is the name that we all agreed for our business. Anyone can go and chill in our coffee house with beloved ones. Besides that, it also gives special meaning for us as a partnership. It builds strong relationship as friend and partnership.

We also have to find the suitable name for our business and marketing representatives for marketing strategies. We choose coffee house for our business because coffee house is full with people going in and out. The environment also encourages momentum and keep a nice level of noise going in conversation that might feel awkward elsewhere. In addition, coffee definitely has its power in pull in society such as profitable treat, gathering place and a reward at the end of hard day.



FACTORS SELECTING THE PROPOSED BUSINESS

1. To earn high profit from the business
To earn high profit is important in business as o cover all the expenses that made in the business.
2. To earn customers' loyalty
As we know that in term of business, customers is he first priority to all campanies because without a customers the company would not survive in the market.
3. Take advantage at the developing area
Some building and houses has been build and the construction is everywhere. It was a strategic area and many advantages that we can take.
4. Low competitor
5. There only few compeitors of coffee house at the area.

3.0 FUTURE PROSPECT OF BUSINESS

1. To increase the sales of our product.
2. To achieve customer's satisfaction.
3. To make our company's name known by customers from other countries.
4. To build a good relationship with the customer as part of our business strategies.