



**DIPLOMA IN PUBLIC ADMINISTRATION**

**FACULTY OF ADMINISTRATIVE SCIENCE AND  
POLICY STUDIES**

**UNIVERSITY TECHNOLOGY MARA**



**SURIA LUNA COFFEE HOUSE**

**SUBJECT:  
FUNDAMENTALS OF ENTREPRENEURSHIP  
(ETR 300)**

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## EXECUTIVE SUMMARY

Our business offered the customers with our various taste of coffee. Besides that, we also offer our customers with marvelous and delicious pastries that we get directly from our suppliers as we just focus on coffee drink. Our target market is the working groups, families, youth and foreigner with the project cost of RM 177,332.42. We also come up with projected first three years of sales and profit. For the year 2006, the projected sales are RM 473,277.42 and the profits are RM 10332.73. For the year 2007, the projected sales are RM 482,742.97 while the profits are RM 24793.28. For the year 2008, the projected sales are RM 498,225.26 and the profits are RM 39775.57.

## **1. INTRODUCTION**

### **1.1 Name of company**

We have decided to choose Suria Luna Coffee House as our company's name. We use to involve in this kind of business as we see its potential to grow up in the future and there are minority of Bumiputra involve in this business.

### **1.2 Nature of Business**

Our business is service in nature. We serve and offer our customers with different taste of coffee drink with some pastries which we ordered directly from our supplier.

### **1.3 Company Address**

Our business is located along the main road to the Kuching International Airport. Our address is Lot 9907, Ground and 1st Floor, Block 15, RH PLAZA, Jalan Stutong, 93350 Kuching, Sarawak.

### **1.4 Date of Business commencement**

Our business will start the operation on January 2006.

## 2. PURPOSE OF THE BUSINESS PLAN

This business plan is prepared for the purpose of obtaining working capital loan from Bank Islam Malaysia Berhad (BIMB) for the amount of RM 50,000.00.

This business plan is prepared by Suria Luna Coffee House as a guideline for managing the proposed business venture.

In preparing the Business Plan, the entrepreneur has thought out and laid down the plans and strategies for running the venture. When the venture becomes reality, the plans and strategies outlined in the Business Plan will be an important benchmark to help the entrepreneur gauge his progress.

The purpose of the business plan is to allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. Besides that, it is also to analyze and evaluate the viability of a proposed venture. Apart from that, the purpose of business plan is to convince relevant parties of the investment potential of the project. Furthermore, it can acts as a guideline for managing the business. And last but not least, it is to allocate business resources effectively.