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BUSINESS PLAN
DAEBAK CAFÉ



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EXECUTIVE SUMMARY

As an introduction, the propose business is DAEBAK Café. Basically, our business is in food and beverage industry. Our major concept in this business is a self-service cafe. In consequence, the idea to open this business is because of Korean wave that hit our society especially their street foods. We want the customers feel the same taste and vibe in Korea. On top of that, the main meals that have been provided are Fried Chicken, Soy Fried Chicken, Ramyeon, and Tteokbokki. Besides, we also provide a dessert menu such as bungeoppang, hotteok and Korean corndog. As mention before, our café concept is self-service. So, the customers are freely to order the foods and stay in the café while read the books provided. They will be comfortable and restful.

Furthermore, the market potential in our business plan is depending on four factors which are geographic, demographic, psychographic and behavioral. Based on these factors, the targeted buyers are students, professional employees and Korean food lovers at the age around of 18 to 35 years old. Both of the target customers which are the students and the employees are need to chills during the break time. Besides, the geographic factor is an important role to attract and retain the customers. As the location of this restaurant was at the middle of the city and close by numerous offices and institutions. Next, for the behavioral factor, this company was looking for consumers that loves Korean-food.

Next, in the term of competitive advantage it refers as the factors that permit a company to produce goods or services better than other competitors. As our major focus is on the preparation of the dishes and customer's services, we wanted to enhance every aspect in our business plan. Besides, DAEBAK café provides a different vibe and taste of the food compared by the other Korean cuisine restaurant of café. The customers can chill and relax while reading the books provided at our café. We also provide a high-speed wireless fidelity (Wi-Fi). So, the customers can access the internet unlimitedly.

Last but not least, profitability is the potential of a business to get a profit. It is an important to our business as it can give a big impact in our financing and the operation of this business. As a whole, this business has achieved an intermediate profit as for the first year opening of the café. Therefore, an increment in the profitability of this business should be in high spot as it can influence the business operation. A step actions has been planned in order to make sure the business can reach the targeted profit. In hope, our development in this business can obtain an enormous profits year by year.

1.0 BUSINESS BACKGROUND

First and foremost, daebakandchingu.Sdn.Bhd is a new company in Malaysia which is invading in food and beverage industry and fast food industry as well. The reasons of selecting this business because of the food and beverage industry is developing very fast in Malaysia. According to Crowe LLP, food and beverage industry records a gross yield value of RM82.8 billion in 2017 as compared to RM66.4 billion in 2015. The increment of the yield value indicates the industry has high demand in Malaysia. Furthermore, the factor of choosing the industry is owing to the fact that fast food is the frequent selections by the customers which might consider to the reasonable price, rapidity, tastiness, and convenient. Hence, Malaysian food and beverage industry is expecting to keep growing and flourishing in the future.

1.1 Company Background

NO.	INFORMATION	DESCRIPTION
a)	Name of the Organization	daebakandchingu.Sdn.Bhd
b)	Business Address	Daebak Café, Jalan Kelab Golf 13/3, Seksyen 13, 40100 Shah Alam, Selangor
c)	Website address	www.DAEBAKcafe.com
d)	e-mail Address	DAEBAKcafe@gmail.com
e)	Telephone Number	03-1234 0127
f)	Form of Business	Partnership
g)	Main Activities	Preparation of Food & Customer Service
h)	Date of Commencement	2 nd February 2017
i)	Date of Registration	1 st January 2017
j)	Name of Bank	SME Bank
k)	Bank Account Number	19819036738127