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**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN REPORT**

**BUSINESS NAME: THE KO-FI CAFÉ**

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## 1.0 EXECUTIVE SUMMARY

The Ko-Fi Café provides the best coffee, freshly ground from quality Malaysian coffee beans, for coffee lovers to enjoy the various delightful tastes of different coffee beans such as Liberia, Milky Way, Blackbird, and Gentle Lady and not miss out on the Arabica coffee bean. The Ko-Fi speciality was to give the locals the chance to taste the drip coffee which has a stronger taste and rarely found a café that makes it because of the hassle in making it and also to give the locals more ways to enjoy their coffee. Although The Ko-Fi focuses on providing quality coffee drinks, we do not exclude from including the non-coffee drinker. Thus, The Ko-Fi also serve chocolate, tea, and green tea matcha beverages and various pastries as a light snack to eat with our beverage. The Ko-Fi oversees the quality of ingredients and local ingredients used in the food to give a memorable experience and satisfaction for customers. As well as cares about the customer's needs, for instance, The Ko-Fi maintain the beverages and pastries clean, healthy and Halal.

There are five significant roles in this organization to control the business movement. It is the general manager, administrative manager, marketing manager, operation manager and financial manager. Additionally, we have one more noteworthy role which was the driver that is we realised it is important to keep the quality of the food when delivering the beverage to our customers. This is because usual delivery companies will accept even the long distant orders and that will be the cause of the quality of the food drop. With all these positions, we can ensure the quality of the movement in The Ko-Fi organization will operate smoothly and be able to face any problem situation in the future. The Ko-Fi are located in the Jalan KU3, Seremban 3, 70300 Seremban, Negeri Sembilan. This is near the educational institution and public settlement where they have a few homestays and residential areas. This becomes the reason why we choose this location which is we can attract the students who are among the youngsters that prefer to dine in the cafe, because of the aesthetic atmosphere and affordable price. The family nowadays also searching for a restaurant or cafe that has good food and a great atmosphere.

## 2.2 Reasons and Justification for Starting the Business

People nowadays so eager in searching new food or beverage for them to experience new flavour and spend their free time in the comfortable and aesthetic places. Additionally, teenagers in Malaysia now were exposed to and interested too much in the western company's product. Even though goods or raw materials from Malaysia are now no longer doubted by demand from foreign countries. However, some Malaysians do not believe that Malaysian goods are high quality. That is why we desire to open a coffee shop that introduces coffee beans that are produced in Malaysia and gives Malaysians a taste of different coffee beans other than arabica beans like Liberica coffee beans. In addition, we want to increase and strengthen the economy in this country and spread the taste of Malaysian coffee beans to foreign countries. It also shows that Malaysians are qualified to compete with foreign countries with their creativity and passion for business.

## 2.3 Purpose of Preparing Business Plan

A well-written business plan is a crucial tool since it allows entrepreneurs, business owners and employees, to set goals and measure the success as the business grows. When launching a new firm, the first thing that should be done is business planning. Business plans are also vital for recruiting investors since they may establish whether the business is on the correct track and worth investing in.

Firstly, the purpose was to assist in making more profitable decisions in striking to be a better company every year. Next, it is to articulate the vision in easy and applicable words and avoid any significant problems that may occur in the future. Other than that, it is to secure the company's finances and reduce any risk that may happen in the business.

## 4.0 ADMINISTRATION PLAN

### 4.1 Business Mission

- ✓ To provide an assortment of best quality, great-tasting and enjoyable coffee that are affordable to place in the heart of the customer to share the experience of tasting the taste of Malaysian coffee.

### 4.2 Business Vision

- ✓ To make The Ko-Fi one of the best cafes in the coffee and pastries industry that provides the finest quality beverage, food and services that are experienced, loved and impact the customers to learn the taste of original Malayan coffee.

### 4.3 Business Objectives

- ✓ To develop an original and aromatic coffee taste from Malaysia. To serve fresh coffee bean straight from the farm to every cup our customer hold, either cold or hot.
- ✓ To creating a warm and welcome environment to every customer who are coming to our cafe.

### 4.4 Business Logo & Description

