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UNIVERSITI TEKNOLOGI MARA (UiTM)

CAWANGAN NEGERI SEMBILAN, KAMPUS BETING, KUALA PILAH

FAKULTI SAINS GUNAAN (AS114)



BUSINESS PLAN REPORT

AIMER LA COFFEE ENTERPRISE

GROUP AS1145A1

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1.0 Executive Summary

AIMER LA COFFEE ENTERPRISE is a start-up coffee shop business located in UiTM Kuala Pilah. The name “AIMER LA COFFEE” partially comes from French, which can be directly translated to “to like coffee”. Founded in 2025, it is created based on increasing attention on the café-hopping culture in recent years. A signature product of this business is a rare blend of lavender latte that consists of a subtle fragrant smell and addictive caffeine, which puts emphasis on providing consumers with a brand new experience around the operating location. The fast-paced nature of the café-hopping trend means a symbolic product, along with various selections of drinks, is a must to ensure a core group of customers can be built. The target market is initially set to the mass market, but particular attention is on students who are young adults and coffee enthusiasts, as coffee is a highly consumable product. Furthermore, the location of the business being inside UiTM Kuala Pilah makes it strategic as the name of the business can be spread via words of the students and university workers.

The products and services offered by AIMER LA COFFEE ENTERPRISE aim to satisfy all the customers familiar and new to the business. The key products proposed include lavender latte, espresso, cappuccino, macchiato, and Americano. For the special service, focus is centered around customization of drink, such as customers' requests for addition of ice in coffee. Besides that, AIMER LA COFFEE ENTERPRISE constantly practices the motto “to serve customers to the best of ability”. Hence, the customers' opinions on the enterprise and interpersonal communication are guaranteed to be observed simultaneously to ensure proper development of the business can be achieved successfully.

The purpose of preparing this business plan is to outline the business background, partners background, administration plan, marketing plan, operational plan, and financial plan of AIMER LA COFFEE ENTERPRISE for the sake of clarity and to secure funding for the overall business. The information in this document is for the next two years of the business.

4.0 Administration Plan

4. 1 ABOUT US

4.1.1 Vision

- Our vision is to become the primary coffee spot in UiTM Kuala Pilah. With the focus being largely directed at young adults, such as students and other university personnel, we aim to provide exceptional coffee drinks and commendable services that can attract the target customers' attention. Furthermore, with the exception of lavender latte, the coffees are all in high demand around the business location. Fulfilling the existence of the market demand, we plan to establish our footing in UiTM Kuala Pilah as a main go-to place for a quick coffee break.

4.1.2 Mission

- Our mission is to prepare high quality coffee drinks and good services for all customers regardless of their identity. By prioritizing the wants of the customers, we plan to gradually improve our business, such as through taking their ideas, complaints, and requests. These are taken into consideration for the improvement of the products and services. Besides that, the coffee types offered are relatively easier to produce, thus more emphasis on gathering the right ingredients and equipment can be achieved. Focusing on the trivial points of the business can become a strong foundation for a trustworthy business in the making.

4.1.3 Objectives and goals

- Build a recognizable name in coffee business
 - ✧ AIMER LA COFFEE ENTERPRISE suggests the initial idea of lavender latte as a signature drink due to rarity of the said beverage around the business location. Having lavender latte offered can generate attention, thus garnering many curious customers.

- Become an introduction to coffee for new people
 - ✧ AIMER LA COFFEE ENTERPRISE provides four basic most popular choices of coffee, with an exception of lavender latte. Thus, it can attract people who are unfamiliar with the taste of coffee to try the famous drink consequently.
- Build a partnership with suppliers of various coffee beans
 - ✧ Seeking and building a connection with a variety of coffee bean manufacturers will not only ensure a continuous supply of coffee beans to make the coffee with, it can also help expand the range of coffees served by the enterprise. This move can enable us to cater to many types of customers and increase the demand of our business.

4.1.4 Logo and description



The logo of AIMER LA COFFEE ENTERPRISE shows a a cup of coffee appropriately adorned with lavenders around it, as well as five coffee beans surrounding the saucer of the cup. The cup of coffee symbolizes our signature coffee, lavender latte, meanwhile the five coffee beans represent five of the key partners of the enterprise. It also stands for five coffee types that are primarily available at our enterprise. Additionally, the purple circle encircling the center of the logo signals our business being operated from within a UiTM branch, namely UiTM Kuala Pilah, as purple is the signature colour of UiTM.

With the logo, we express the identity of our business, the main products and the general goal to build a connection with the target customers by adhering to the wants of the customers appropriately.