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KOPI SELAT BIRU ENTERPRISE

REPORT: BUSINESS OPPORTUNITY ASSIGNMENT

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EXECUTIVE SUMMARY

Kopi Selat Biru is a traditional Malaysian cafe located along the picturesque coastline of Port Dickson, Negeri Sembilan, known for its beautiful white sand beaches. This cafe offers more than just coffee, it provides a sensory experience that celebrates Malaysia's cultural heritage, flavors, and traditions. With the aroma of kopi kampung blending with the sea breeze, *Kopi Selat Biru* invites visitors to unwind and reconnect with the simplicity and authenticity of Malaysian life.

The café is offering more than just refreshment for all the customers, but it is also a complete experience that allows them to relax and spend time in an environment that really reflects the tranquil charm of the Malaysia countryside. As customers sit next to the beautiful coastline, they get to feel the soothing retreat of a beachside environment. The entrancing view of the vast ocean that lies before them, which is endless and meets the kaleidoscopic skyline, can be accompanied by the rhythmic symphony of softly crashing on the shore. This poetic backdrop brings *Kopi Selat Biru* to life as he sanctuary in which people wish to take time away from the hustle and bustle of fast modern life and reconnect with simple things, tradition and the soft of embrace.

Kopi Selat Biru was inspired by the growing need for spaces where humans can develop natural connections and a respite from the demand of today's fast paced and digital existence. Over time, as modern life has begun to get busier and busier, the appeal of returning to simple nature has grown many. The café is a manifestation of this awe, hosting a retreat where customers may slow down, breathe in the beauty of the natural world around them, and sample the authentic Malaysian flavors. All ethos is configured regarding the café to reflect the purity of traditional life, bringing the visitors to an experience of what Malaysian heritage is through the quality of the ambiance, flavors and nature.

As being a café is not a vision, *Kopi Selat Biru* is intended to be not just that but a cultural and heritage landmark in Port Dickson but a living legacy that would mark every visitor and the very community that it is in. Be it the experience of enjoying steaming hot kopi kampung while gazing into the endless horizon and feeling soft sea breeze on one's face or the same person basking in this mellow ambience by the beach side, it is at the end of how beauty can exist in simplicity and the joys found in nature. But not just about the coffee but *Kopi Selat Biru* is about a journey-into traditions, tranquility, and memories that remain long after even the last sip.

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1.1. INTRODUCTION TO THE BUSINESS

Kopi Selat Biru is a partnership business in the food and beverages industry and focusing on traditional Malaysian coffee. It is located on the serene beachside of Pantai Bagan Pinang, Port Dickson, Negeri Sembilan. This café is set to open on 1 January 2025 by offering a unique combination of cultural heritage and a relaxing environment.

Several factors influenced the establishment of *Kopi Selat Biru*. The growing market demand for coffee, especially authentic and traditional brews, presents a significant opportunity to attract coffee enthusiasts and culture seekers. The café's competitive advantage lies in its strategic location at Port Dickson, a well-known tourist destination with a consistent flow of visitors looking for unique experiences. Additionally, we bring invaluable skills and expertise in traditional coffee-making techniques, ensuring the quality and authenticity of the offerings. Lastly, the café's location on a tranquil beach not only enhances its appeal as a relaxing retreat but also aligns perfectly with its goal of providing a peaceful, memorable experience for both locals and tourists.

The café's prospects are promising with a focus on serving health-conscious consumers by emphasizing authentic and high quality. Additionally, the café plans to capitalize on growing demand for unique coffee experiences and embrace digital transformation through social media marketing and food delivery platforms to reach a wider audience.

By blending traditional elements with modern strategies, *Kopi Selat Biru* is poised to establish a strong presence in the competitive food and beverage industry while celebrating Malaysia's rich coffee heritage.

1.2. PURPOSED OF BUSINESS PLAN

- To establish a clear vision and direction for the business.

The business plan provides a roadmap to align operations, marketing, and growth strategies with *Kopi Selat Biru*'s mission of blending tradition with modernity.

- To secure financial support or investment

The plan highlights the business's feasibility and profitability, making it an important tool for attracting investors or securing loans.

- To identify and address potential risks and opportunities.

The plan anticipates challenges and capitalized opportunities to ensure adaptability and resilience in the competitive food and beverage industry.