



اَوْنَبُوْ سَيِّتِيْ تَيَكُوْ لُوْ كِيْ مَارَا  
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MARA

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BUSINESS PLAN REPORT

**SayWich**

**PREPARED FOR:**

DR WAN NORMILA BINTI MOHAMAD

**PREPARED BY:**

NO.	NAME	STUDENT ID
1.	ADZALEA BINTI AZUDDIN	2022872276
2.	HUREEN AIN BINTI MOHD FAIZ	2022843674
3.	NUR YASMIN SHAHEERA BINTI MD ZULKARNAIN	2022825424
4.	NUHA SAKINAH BINTI MOHAMMED AMIN	2022623674

**COURSE GROUP:**

N4CDCS1125A

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## **1.0 INTRODUCTION**

### **1.1 INTRODUCTION TO THE BUSINESS**

#### **1.1.1 INTRODUCTION**

SayWich is a dynamic startup operating in the food industry, specializing in freshly made, customizable sandwiches. Established to cater to the growing demand for convenient, healthy, and affordable meals, SayWich is designed to serve busy professionals, students, and residents. The cafe will be strategically located at Tamarind Square, a thriving commercial hub known for its modern infrastructure, diverse customer base, and high foot traffic. With a focus on providing freshly prepared sandwiches, grab-and-go options, and unique sando-style offerings, SayWich aims to create a satisfying and memorable dining experience. The business is set to officially commence operations on 25 January 2025, with the mission of becoming the preferred sandwich cafe in the area while promoting quality, value, and exceptional customer service.

#### **1.1.2 FACTORS IN SELECTING THE PROPOSED BUSINESS**

The decision to establish SayWich as a sandwich cafe was influenced by several critical factors. First, the increasing market demand for healthy, quick, and affordable meal options provides a promising business opportunity. Sandwiches, being versatile and convenient, cater well to busy professionals, students, and local residents. Second, the strategic location at Tamarind Square enhances the business's potential due to its proximity to office buildings, schools, and residential areas, ensuring a consistent customer flow. Third, the flexibility in offering products allows SayWich to provide customizable sandwiches, grab-and-go options, and seasonal specialties, ensuring a diverse menu that can adapt to changing customer preferences. Lastly, limited competitors specializing in sandwiches within the area create a market gap that SayWich can capitalize on, positioning itself as a leading provider of quality sandwiches in the local food industry.

### **1.1.3 FUTURE PROSPECT OF THE BUSINESS**

The future prospects for SayWich appear highly promising due to several key factors. First, the growing demand for healthy and convenient meal options positions the business for long-term success, especially as more people seek affordable and customizable food choices. Second, expansion opportunities are abundant, with the potential for opening additional outlets in nearby commercial hubs or introducing delivery services to widen the customer base. Lastly, low operation costs and flexibility in managing product offerings allow SayWich to maintain profitability while adapting to market trends. With strategic marketing efforts and continuous product innovation, SayWich is poised to become a recognized brand in the competitive food service industry.

### **1.2 PURPOSE OF BUSINESS PLAN**

The primary purpose of this business plan is to establish a clear framework for the successful launch and operation of SayWich, a sandwich cafe specializing in customizable, affordable, and high-quality sandwiches. This plan outlines the key aspects of the business, including its vision, mission, operational strategies, and marketing approach. It serves as a comprehensive guide for managing the day-to-day operations, ensuring smooth execution from the initial setup to long-term business sustainability.

Another key objective is to secure initial funding and attract potential investors by showcasing the unique value proposition of SayWich. This business plan highlights the growing market demand for healthy and convenient meals, along with SayWich's strategic location at Tamarind Square. By providing detailed financial forecasts, marketing strategies, and operational plans, the business plan demonstrates profitability potential, making SayWich an attractive investment opportunity.

Additionally, this business plan aims to analyze and evaluate the viability of the proposed venture, ensuring that SayWich is built on a strong foundation. Through in-depth market research, competitive analysis, and financial projections, the plan identifies possible challenges and corresponding solutions. This allows for informed decision-making, minimizing risks while maximizing business growth and success.