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ASSESSMENT 2: BUSINESS PLAN



STUDY CAFE: THE QUIET GROUNDS

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1.0 INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

The Quiet Grounds is an exclusive study café that was created as a collaboration with the goal of serving professionals, students, and anybody else looking for a peaceful and relaxing place to work and study. The café, which works in the food business, creates an ideal atmosphere for both working and studying by combining the charms of a calm setting with quality snacks and drinks. It is well situated in Perak and will formally open on 1ST January 2025.

Factors in selecting the proposed business:

There are several factors in selecting the proposed business. One of it is market demand. Study cafes have grown in popularity as an outcome of working from home, hybrid learning approaches, and a rise in students looking for different study locations. Customers value peaceful, cozy, and well-equipped spaces where they can concentrate while consuming meals and drinks, which makes this establishment quite popular in town and cities.

Second factor is competition. Peroz Coffee and Tea, which opens from 10:00 AM to 11:00 PM, and One2Print & Coffee, which opens from 1:00 PM to 12:00 AM, are competitors of our study café. Although these rivals offer good drinks and cozy settings, our café stands out for having longer hours (8:00 AM to 2:00 AM), which makes it perfect for early risers and those who enjoys studying at late night. We also provide a more welcoming and inclusive environment for working and studying, we also offer special services like limitless high-speed Wi-Fi and a surau for Muslim customers. These benefits establish our café as the go-to-option for convenience and productivity.

Other than that, skill and experience also is one of the most important factors. Our team brings a diverse set of skills and experiences to the table, combining expertise in business management, hospitality, and education. With backgrounds in entrepreneurship and customer service, we are well-equipped to create a welcoming and efficient environment for students. We also have experience in marketing and digital communication, enabling us to effectively reach and engage our target audience. Our team's passion for fostering a productive study atmosphere, paired with our understanding of student needs, positions us to successfully launch and manage a study cafe that caters to both academic and social demands.

And lastly, the location of our business. This location is an ideal spot for establishing a study cafe due to its proximity to key educational institutions and the growing community of students and professionals in the area. Bandar Seri Iskandar is home to several universities and learning centres, making it a hub for students seeking quiet, comfortable spaces to study and collaborate. This location offers accessibility, with ample space and convenience for students to gather for group study sessions or individual work. Additionally, the neighbourhood has a peaceful and suburban atmosphere, which enhances focus and productivity—key elements that align with the purpose of a study cafe. With the addition of quality coffee, Wi-Fi, and a conducive workspace, this location is perfectly positioned to cater to the needs of students and professionals in the area.

Future prospects of the business:

There are several future prospects of the business such as health-conscious consumer. In today's fast-paced world, students are increasingly prioritizing their health and well-being. Our study cafe will cater to this growing trend by offering a variety of healthy, nutritious food and beverage options. From freshly brewed coffee and smoothies to wholesome snacks and meals, we aim to provide choices that fuel both the body and the mind. We understand that students need to maintain their energy and focus throughout their study sessions, and we will ensure that our offerings align with their health-conscious lifestyles. By promoting a balanced and mindful approach to eating, we hope to become a go-to destination for students who want to stay energized without compromising their health.

Next, growing demand is one of the future prospects since we can meet new wants by knowing what can help for our new business. This is one of the key factors that can contribute to the success of our company. Our study cafe is especially designed for our main target which is employees or students who wish to complete their tasks in a quiet environment. For the future growing demand is we can build more branches as for now we currently only have one operational cafe in Sri Iskandar. Since having multiple branches of one of our dreams, we can continue to put in extra effort to have a lot of branches even though we are a new study cafe. We do this because when our customers like coming to our cafe, it inspires us to keep improving. In addition, our main target enjoys having their own time to do work, thus this business has the opportunity to attract with a variety of cafe styles and settings.