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FACULTY OF APPLIED SCIENCE (AS116)

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP
A3 - BUSINESS PLAN REPORT



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1.0 EXECUTIVE SUMMARY

The Calmé Mind is a new business concept that combines mental health awareness with relaxation through food and beverages. The business was developed with the aim of providing a holistic and comfortable space for individuals dealing with stress, anxiety, or those simply seeking peace of mind. With a modern and user-friendly environment, Mental Hub Café aspires to be a safe haven that fully supports emotional and mental well-being.

The concept includes two main sections. On the upper floor, the Mental Hub features facial recognition and full-body scanning powered by Artificial Intelligence (AI) to help assess the emotional state of each visitor. The system then offers initial recommendations and directs customers to appropriate services or therapy options. Downstairs, while waiting, customers can enjoy mood-enhancing food and beverages such as calming teas, magnesium-rich meals, and healthy snacks. Queue numbers will be displayed digitally for ease of tracking appointments.

This concept not only offers an innovative and calming treatment experience but also adds value to the community by raising mental health awareness. With a wide market potential, especially among students, professionals, and urban dwellers, Mental Hub Café aims to pioneer a new, inclusive approach to mental healthcare, that combines smart technology with a warm, welcoming environment

2.1 BUSINESS BACKGROUND

The Calmé Mind was founded began in 2024 as a partnership between five passionate individuals with complementary expertise which in the field of mental health and wellness, and a strong background in food and beverage (F&B) business development. The decision to form a partnership was based on a shared vision to create a unique space that blends emotional wellbeing with comforting food and a peaceful environment. The idea for The Calmé Mind began during the COVID-19 recovery phase, when mental health awareness in Malaysia was growing rapidly, especially among youth and professionals. Observing the increasing need for accessible and non-clinical mental health support, the founders envisioned a space where people could enjoy good food while having access to mental wellness services such as mindfulness classes, private counseling pods, emotional check-in tools, and support group workshops.

The Calmé Mind primary objectives are to promote mental health awareness in a calm, stigma-free environment while offering affordable, healthy food and drinks that complement mental wellness. We chose Cyberjaya, Selangor as our business location for several strategic reasons. Cyberjaya is known as a Smart City hub with a young, tech-savvy, and progressive community and surrounded by universities, digital startups, and co-working spaces, it attracts students and professionals who are increasingly concerned about work-life balance and mental wellbeing.

To bring The Calmé Mind vision to life, we engaged with EcoZen Design & Build Sdn Bhd, contractors that known for eco-friendly construction and modern interior design with natural wood and calming elements. Next, The Calmé Mind Café equipment supplier is BrewHaus Malaysia, a reputable supplier of espresso machines, grinders, and kitchen tools. Then, MindCare Essentials also provides their therapeutic books, journals, aroma diffusers, and mindfulness games.

The Calmé Mind was promote through a mix of digital marketing, community engagement, and partnerships. We use Instagram and TikTok to showcase daily café life, wellness tips, live sessions with mental health professionals, and customer testimonials. We are also often collaborating with lifestyle and wellness influencers to promote the space.

For Mental Health professionals, The Calmé Mind hire licensed counsellors, psychologists, and mindfulness coaches through collaborations with local universities like UKM and HELP University and contract basis with therapists for private consultations and group sessions. Meanwhile for Café Staff as baristas and kitchen crew, they are recruited through JobStreet, Hiredly, and walk-in interviews. baristas are trained in customer mindfulness engagement, to ensure a calm and respectful tone and kitchen staff are selected based on experience in healthy meal prep and food hygiene certification.

Reasons For Starting Business

Our reasons for starting Calmé Cafe:



Rising Mental Health Awareness

With increasing conversations around mental health, people are seeking safe, supportive spaces outside of clinical settings. Calmé Cafe provides a non-judgmental environment where mental wellness is normalized.



Combining Comfort & Care

Adding a mental wellness element like journaling corners, mindfulness sessions, or workshops turns the space into a healing and reflective retreat.



Encouraging Preventive Self-Care

Instead of waiting until people are overwhelmed, Calmé Cafe promotes early self-care—with resources like stress management tools, breathing spaces, or mental health tips.



Creating a Supportive Community

This business offers a chance to build a community of like-minded people who value wellness, introspection, and connection. Calmé Cafe are not just selling coffee but we are creating belonging.

Reasons For Starting Business

Our reasons for starting Mind Hub:



Safe Space for All

Not everyone is comfortable in clinical settings, Mind Hub offers a non-judgmental environment for self-care and calm.



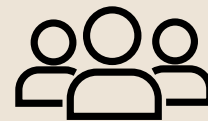
Unique, In-Demand Concept

Few places offer a mix of wellness, reflection, and community in one cozy, inviting setting.



Save Time

Build in Facial Recognition helps to easily identify patients' mental health conditions



Accessible Wellness for All

A calm, welcoming space that makes mental wellness more approachable to everyone, regardless of background.