



اَبُو سَيِّدِي تَبَكُّو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS PLAN - LIMATCHA



FACULTY	:	INFORMATION SCIENCE
COURSE	:	PRINCIPLES OF ENTREPRENEURSHIP
COURSE CODE	:	ENT530
GROUP	:	CDIM3ST6
PROJECT TITLE	:	LiMatcha (BUSINESS PLAN)
GROUP MEMBERS	:	<ol style="list-style-type: none">1. ASMA AINA BINTI JURAIME (2024804792)2. ATHIRA NATASHA BINTI ABDUL AZIZ @ MUHIYIDDIN (2024203218)3. NUR ALYA BATRISYIA BINTI MOHD FATHIL (2024236514)4. NUR BATRISYHIA BINTI MOHAMAD KHUSAIRI (2024690056)5. SHARIFAH SHADIAH BINTI SYED MAHMOOD (2024422766)
LECTURER	:	PUAN AINUNNAZLEE BINTI MOHD ALI
SUBMISSION DATE	:	1 FEBRUARY 2025

ACKNOWLEDGEMENT

We would like to extend our sincere appreciation to our lecturer, Puan Ainunnazlee binti Mohd Ali, for her continuous guidance, encouragement, and insightful feedback throughout the Principle of Entrepreneurship (ENT530) course and the completion of this case study. The given commitment and dedication have greatly contributed to our academic development and professional understanding.

We would also like to express our heartfelt gratitude to our parents for their constant prayers, motivation, and unconditional moral support, which have always inspired us to persevere.

In addition, we would like to acknowledge the dedication and cooperation of our group members; Asma Aina binti Juraime , Athira Natasha binti Abdul Aziz @ Muhiyiddin, Nur Alya Batrisyia binti Mohd Fathil, Nur Batrisyia binti Mohamad Khusairi, and Sharifah Shadiah binti Syed Mahmood. Each member played an important role by contributing valuable ideas, demonstrating strong teamwork, and managing time effectively to ensure the success of this project.

TABLE OF CONTENTS

CONTENT	PAGE
ACKNOWLEDGEMENT	1
TABLE OF CONTENT	2
1.0 EXECUTIVE SUMMARY	4
2.0 COMPANY PROFILE	
2.1 Company Name, Logo, Background, Mission and Vision.	5
2.2 List of Product(s) / Service(s)	7
2.3 Company Legal Entity, Ownership Details & Organization Chart	8
2.4 Key Elements of Partnership	10
3.0 INDUSTRY ANALYSIS	
3.1 Nature of Industry, Sales Norms or Pattern and Statistics	13
3.2 External Environment Factor/Trends Affecting Business	14
3.3 Key Success Factors	15
4.0 PRODUCT OR SERVICE DESCRIPTION	
4.1 Details of Product and Services	17
4.2 Market Fit	18
4.3 Value Proposition (Economic Benefits)	19
4.4 Anticipated Customer Demand	19
4.5 Existing Competition	20
5.0 MARKET ANALYSIS AND STRATEGY	
5.1 Marketing Objectives	21
5.2 Market Analysis	21
5.3 Competitor Analysis	25
5.4 Marketing Strategy	29
5.5 Sales Tactic	33
5.6 Financing Plan for Marketing	34
6.0 OPERATION	
6.1 Development	36
6.2 Production	38
6.3 Facilities	40
6.4 Staffing	46
6.5 Equipment	50

6.6 Supplies	53
7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE	
7.1 Management Team	56
7.2 External Resources and Services	67
7.3 Human Resources	67
8.0 FINANCIAL PROJECTION	
8.1 Start-Up Cost	70
8.2 Working Capital (Monthly)	71
8.3 Start-Up and Financing	72
9.0 PROJECT MILESTONES/SCHEDULE	
9.1 Main Activites and Deadlines	73
9.2 LiMatcha Project Gantt Chart	73
10.0 CONCLUSION	74
REFERENCES	76
APPENDICES	77

1.0 EXECUTIVE SUMMARY


LiMatcha is a beverage company that specializes in selling matcha-based drinks and desserts, targeting university students and young adults in Malaysia. The business was established because of the rising popularity of cafe culture and the rising need for trendy and attractive drinks for younger consumers. By offering premium matcha products at affordable, student-friendly prices, LiMatcha aims to make matcha-based beverages accessible while maintaining quality and consistency.

The business operates as a dedicated matcha beverage cafe, offering a variety of classic and modern matcha drinks such as Matcha Latte, Hojicha and flavored matcha beverages, alongside matcha-based pastries and desserts. Additionally, LiMatcha places strong emphasis on product presentation, Instagrammable branding, and consistent taste to appeal to cafe-hopping customers and matcha enthusiasts. Services include dine-in, takeaway, delivery through GrabFood and Foodpanda, as well as pre-orders for events and customized drinks with add-ons.

LiMatcha holds a vision to become one of Malaysia's preferred matcha beverage brands known for its quality, flavor, and lifestyle experience at a reasonable price. It aims to provide matcha drinks, which contain quality ingredients, provide consistent service levels, and create a strong brand connection among students and young adults. It is expected that LiMatcha will establish a strong brand awareness, attract a loyal customer base of young professionals and students, and boost monthly revenue growth at a steady pace during its first year of business. Over time, the company will expand into additional locations and pop-up stores that will be located near educational institutions and in areas with a lot of foot traffic.

2.0 COMPANY PROFILE

2.1 Company Name, Logo, Background, Mission and Vision.

<p>LOGO</p>	 <p><i>Figure 2.1.1: Company Logo</i></p>
<p>COMPANY NAME</p>	<p>LiMatcha</p>
<p>BUSINESS ADDRESS</p>	<p>20, Jalan Eco Grandeur 1/3D, 42300, Puncak Alam, Selangor</p>
<p>WEBSITE/EMAIL</p>	<p>LiMatcha@gmail.com</p>
<p>TELEPHONE NUMBER</p>	<p>03-2990 5197</p>
<p>BACKGROUND</p>	<p>The LiMatcha beverage company was established by five young women entrepreneurs who had a common and strong interest in healthy lifestyle products and modern café tendencies. The name "LiMatcha" has an important meaning where "Lima" signifies the Malay word for five which stands for the five co-founders that are the core of the business partnership, and "Matcha" is the main product that the brand focuses on.</p> <p>The idea of LiMatcha came from the increasing number of health-conscious consumers such as students and young professionals in Malaysia who were increasingly interested in</p>

	<p>matcha drinks. Matcha is very popular for its antioxidant properties, energy boost, and unique taste, which makes it a great alternative to coffee and soft drinks.</p> <p>Five partners used their business management, marketing, operations, and customer service strengths to set up LiMatcha as a modern and convenient matcha beverage brand. The business plan is to sell high-quality matcha drinks at low prices while providing a pleasant and stylish experience for the customers.</p> <p>LiMatcha's intention is to be seen as a lifestyle beverage brand that supports wellness, creativity, and community, while also showcasing the strong teamwork and partnership that existed from the very beginning of the brand.</p>
MISSION	<p>LiMatcha's mission is to deliver matcha drinks and desserts that are nutritious and economically accessible, thereby encouraging healthier lifestyle choices among young adults. The corporation intends to offer consistent product quality and exceptional customer service, cultivate a lively and cozy café ambiance, and build a powerful lifestyle brand that appeals to students, young professionals, and matcha lovers throughout Malaysia.</p>
VISION	<p>LiMatcha's ambition is to establish itself as the foremost matcha drink label in Malaysia, which would be acknowledged through its high-quality merchandise, amazing taste, and a distinct lifestyle café ambiance. LiMatcha's intention is to be a brand that not merely gratifies the taste of the consumers but also promotes the habit of healthier and more mindful drinking, besides making that habit affordable and accessible to its target market.</p>

2.2 List of Product(s) / Service(s)

2.2.1 List of Products

- **Beverages**

Item	Price (RM)
Matcha Latte	8.00
Matcha Strawberry	10.00
Matcha Mango	10.00
Matcha Chocolate	9.00
Matcha Peanut Butter	11.00
Matcha Pistachio	14.00
Matcha Lemonade	10.00
Matcha Boba	12.00
Bang Bang Matcha	13.00
Hojicha	8.00

- **Beverages Add-Ons**

Item	Price (RM)
Boba	1.00
Jelly	1.00
Puree	2.00
Oat Milk	2.00
Almond Milk	2.00

- **Pastries & Dessert**

Item	Price (RM)
Matcha Strawberry Cake	10.00
Matcha Soft Cookies	3.50
Matcha Cream Puff	7.50
Matcha Roll Cake	8.00
Matcha Tiramisu	10.00
Matcha Ice Cream (Cone)	3.00
Matcha Ice Cream (Cup)	5.00

2.2.2 List of Services

- Takeaway
- Dine In Service
- Pre-Order Service
- Delivery (GrabFood & Foodpanda)

2.3 Company Legal Entity, Ownership Details & Organization Chart

a. Company Legal Entity & Ownership Details

Category	Description
Company Name	LiMatcha
Legal entity type	Partnership
Legal Structure	LiMatcha operates as a partnership business registered under the Companies Commission of Malaysia (SSM). Five partners oversee the business who govern and manage what is done through sharing operational load, decision-making, and performance.
Company Mission	<ol style="list-style-type: none"> 1. To serve premium quality matcha drinks at affordable prices 2. To promote a healthy beverage culture 3. To provide consistent taste and service quality 4. To build a strong lifestyle brand among young adults
Key Partnership	<ol style="list-style-type: none"> 1. Chief Executive Officer (CEO): Sharifah Shadiah Binti Syed Mahmood 2. Marketing Manager: Nur Batrisyhia Binti Mohamad Khusairi 3. Operational Manager: Asma Aina Binti Juraime 4. Financial Manager: Nur Alya Batrisyia Binti Mohd Fathil 5. Research and Development Manager: Athira Natasha Binti Abdul Aziz

Management structure	<p>Kitchen Crew – Carry out daily operations and customer service.</p> <ol style="list-style-type: none"> 1. Emielril Lavinge anak Emie 2. Tihani Batrisya Binti Hashim 3. Nur Nazira Huda Binti Naziri 4. Ros Ariani Binti Roslan 5. Nurul Afrina Aufa Binti Bolkiah
Advantages of Sdn Bhd	<ol style="list-style-type: none"> 1. Limited liability – The shareholders' personal belongings are secured since the firm has its own legal personality. 2. Better business credibility – A private limited company is regarded as more competent and reliable by the people involved in business–like customers, suppliers, and investors. 3. Easier to raise capital – New investors can buy shares of the company for its expansion. 4. Continuous existence – The company does not stop existing even if there are different shareholders. 5. Clear ownership structure – Sharing is the way of life in the company through the distribution of shares and that makes the management and profit distribution less complicated. 6. Tax efficiency – It can receive the benefits and incentives of corporate taxes from the government.
Date of Commencement	1 January 2022
Name of Bank	Maybank
Account Number	1511 4621 0987

b. Organization Chart

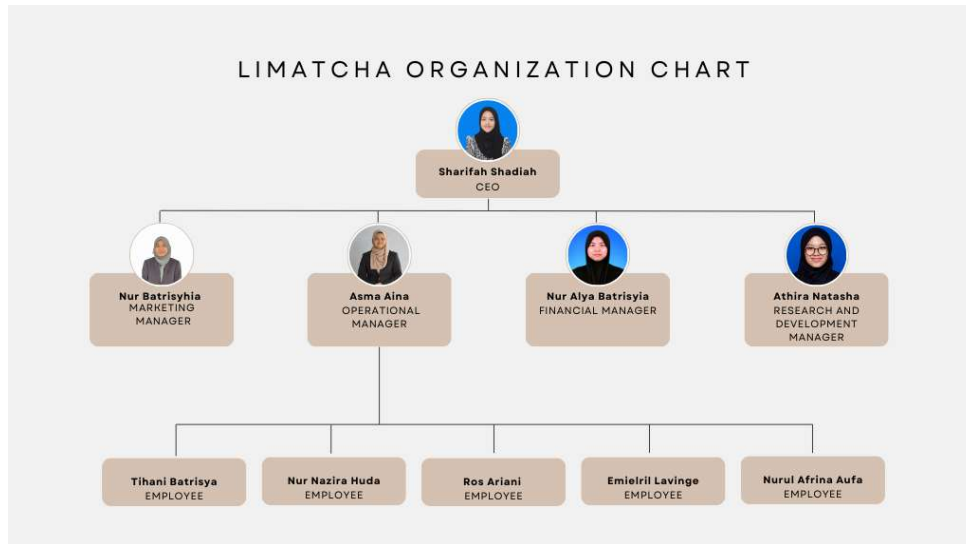


Figure 2.3.1: LiMatcha Organization Chart

2.4 Key Elements of Partnership

Key Element	Explanation
Partnership Type	<ul style="list-style-type: none"> LiMatcha is a general partnership, which is registered with the Companies Commission of Malaysia (SSM). The business has five founding partners that own and manage it. Each partner takes part in decision-making and daily operations. The partnership format provides for joint management, sharing of risks, and teamwork.
Main Partners	<ul style="list-style-type: none"> The key associates consist of the five LiMatcha founders who take up major management posts. They take charge of the vision, strategic direction, and overall business growth. Every partner looks after a particular division to facilitate uninterrupted operations. Their collaboration promotes brand recognition and business durability.

<p>Profit Sharing</p>	<ul style="list-style-type: none"> • Profits are shared according to the mutual agreement of the partners. • Each partner’s contribution (financial, operational, and managerial) determines the sharing. • This guarantees fairness, transparency, and encouragement among partners.
<p>Liability</p>	<ul style="list-style-type: none"> • All partners are equally responsible for the obligations and liabilities of the business. • The partners' liability with regard to SSM-registered partnership is determined by the contract between them. • Good financial management is a preventive mechanism against possible business risks.
<p>Capital Contribution</p>	<ul style="list-style-type: none"> • Partners bring in capital, expertise, or business assets. • The cash and other contributions facilitate the running of the business, purchasing materials, marketing, and making new products. • Good capital management provides the company with stability and thus, the potential for growth in the future.
<p>Exit Strategy</p>	<ul style="list-style-type: none"> • If one of the partners decides to exit, an exit plan is prepared. • The elements of this plan are transfer of ownership, settling of finances, and changes in management organizations. • This guarantees that there are no disruptions in the operations of the business and at the same time protects the continuity of the business.
<p>Partnership Agreement</p>	<ul style="list-style-type: none"> • An official document of partnership is set up with registration at SSM.

	<ul style="list-style-type: none">• The document specifies the rights of ownership, sharing of profits, duties concerning finances, and the settlement of disagreements.• Consequently, it guarantees the administration of the business to be uninterrupted, and it also makes sure there are no internal conflicts.
--	--

3.0 INDUSTRY ANALYSIS

3.1 Nature of Industry, Sales Norms or Pattern and Statistics

LiMatcha operates within the Food and Beverage industry, and its primary specialty falls into the beverage and café segment. Considering the extensive use of matcha, it also has a spotlight on matcha-based drinks and desserts. The segment has experienced rapid growth for the last couple of years due to increased consumer awareness of health, wellness, and lifestyle-oriented food consumption.

Matcha, with its origins in Japan, is a green tea powder ground to fine particles. This has become increasingly popular among urban consumers as a healthier alternative to coffee and beverages containing sugar. Matcha is generally famous for its antioxidant properties, natural caffeine, and calming energy effects. Hence, cafes related to matcha are rather popular among students, young professionals, and health-conscious people, especially in Kuala Lumpur.

The nature of this industry involves frequent repeat purchases resulting from products being used daily or multiple times a week, especially for drinks. Customers in this sector typically seek lifestyle-driven demand, in that cafés are not only food providers but also have social and study implications. Additionally, strong visual influence as well as influence on branding, particularly on social media such as Instagram and TikTok.

TIME PERIODS	SALES ACTIVITY
10:00 AM – 2:00 PM	Moderate sales (brunch and takeaway orders)
2:00 PM – 6:00 PM	Peak sales (lifestyle drinks, desserts, social consumptions)
6:00 PM – 10:00 PM	Lower sales (delivery and pre-orders only)

The average daily number of beverage drinks that can be expected for the matcha outlet would be between 120 and 220, with the average spending per person per time between RM8 and RM12. Takeaway and delivery transactions would make up about 65% of the total transactions, whereas 25% would be attributed to eat-in customers, and pre-

ordering transactions would be about 10% of the customers. Many repeat customers can also be expected for this kind of industry based on customer loyalty, taste, and perception of healthy drinks.

3.2 External Environment Factor/Trends Affecting Business

LiMatcha operates within an external environment shaped by several macro-environment factors that directly affect demand, operations, and long-term sustainability.

External Environment Factors	Description
Demographic	<ul style="list-style-type: none"> • The growing number of students, young working professionals, and urbanites seeking trendy and more healthful drinks. • The acceptance and popularity of Japanese food culture.
Economic	<ul style="list-style-type: none"> • Increasing cost of raw materials such as matcha green tea and plant-based milk. • People are sensitive to prices, and this should be kept low.
Technology	<ul style="list-style-type: none"> • The extensive use of Delivery Platforms (GrabFood, FoodPanda). Purchasing behavior is affected by social media Marketing. • The efficiency of Online Pre-ordering Process.
Socio-cultural	<ul style="list-style-type: none"> • Increased health and wellness consciousness, low-sugar drinks, plant-based milk drinks, and drinks high in antioxidants. • “Clean energy drinks” is the concept associated with matcha.
Competition	<ul style="list-style-type: none"> • Competing from other coffee brands, bubble teas, and other modern coffee shops.

	<ul style="list-style-type: none"> • Nevertheless, only a few have dedicated matcha-based coffee shops.
Natural Forces	<ul style="list-style-type: none"> • Supply fluctuations in imported matcha due to weather and global trade disruptions. • There is also the sustainability concept which calls for the use of eco-friendly packages.
Legal & Political	<ul style="list-style-type: none"> • Complying with food safety regulations, halal requirement, and labelling regarding allergies and sugar content.

Overall, the external environment looks very conducive to businesses that are matcha-related.

3.3 Key Success Factors

In order for LiMatcha to achieve success in the specialty beverage market, it is vital to consider crucial success factors that will help it maintain competitiveness. Everything from operational effectiveness to tailored customer interactions aids in achieving reliable outcomes for the company while fostering its continued resilience.

Key Success Factors	Description	Impact on Success
Product Quality	Genuine high-quality grade matcha powder used with similar levels of processing	Encourages customer trust and faith, thereby promoting brand loyalty or customer retention
Health Positioning	Low-sugared products, plant milk options, and natural ingredients	Attractive consumer segments, health-focused, lifestyle-based
Branding & Visual Appeal	Aesthetic presentation and strong social media presence	Increases brand visibility and word-of-mouth marketing


Operational Efficiency	Fast drink preparation, pre-order system, and smooth workflow	Reduces waiting time and increases customer turnover
Pricing Strategy	Affordable premium pricing suitable for students and workers	Expands customer base while maintaining profitability
Customer Experience	Friendly staff, customization options, and consistent taste	Enhances loyalty and long-term customer retention

In conclusion, the market of matcha specialty drinks provides an opportunity to grow, while lifestyle, health trends, and ordering trends contribute to the encouragement of this beverage market. The competitive rivalry of coffee drinks and bubble tea comes from the brand, but LiMatcha distinguishes itself positively through specialization, health, and price, so that the long-term sustainability of this business can perform victoriously in Malaysian market.

4.0 PRODUCT AND SERVICE DESCRIPTION

4.1 Details of Product and Services

a) Products

Features	 <p style="text-align: center;">LiMatcha MENU</p> <p>The image displays ten matcha-based beverages arranged in three rows. The top row includes Matcha Strawberry, Matcha Latte, and Matcha Mango. The middle row includes Matcha Peanut Butter, Matcha Pistachio, and Matcha Lemonade. The bottom row includes Matcha Boba, Matcha Chocolate, Bang Bang Matcha, and Hojicha. Each beverage is presented in a clear plastic cup with the LiMatcha logo and is topped with various ingredients like fruit, nuts, or boba.</p>
Description	<p>LiMatcha offers a wide range of matcha-based beverages and desserts, focusing on both classic and modern flavor profiles to suit student and young adult preferences. All beverages are prepared using high-quality matcha powder, ensuring consistent taste, aroma, and visual appeal.</p> <p>The beverage menu includes classic options such as Matcha and innovative combinations like Matcha Strawberry, Matcha Mango, Matcha Pistachio, and Bang Bang Matcha. To enhance customization, customers may add extras such as boba, jelly, fruit purée, oat milk, or almond milk, allowing flexibility based on taste and dietary preferences.</p> <p>In addition to drinks, LiMatcha offers a variety of matcha-based pastries and desserts, including Matcha Strawberry Cake, Matcha Soft</p>

	Cookies, Matcha Cream Puff, Matcha Roll Cake, Matcha Tiramisu, and Matcha Ice Cream. This combination of beverages and desserts creates a complete café-style experience and encourages higher customer spending per visit.
Functions	From a functional perspective, LiMatcha products provide a healthier energy alternative to coffee, as matcha contains antioxidants and delivers sustained energy without caffeine crashes. Beyond health benefits, the products are positioned as lifestyle beverages, appealing to customers who value aesthetic presentation and café culture.
Price Strategy	LiMatcha adopts a student-friendly pricing strategy, with product prices ranging from RM3.00 to RM14.00. This approach ensures affordability while maintaining perceived premium quality. By keeping prices accessible, LiMatcha is able to attract frequent purchases from students and young adults without compromising on product standards.

b) Services

In terms of service, LiMatcha offers takeaway, dine-in, delivery via GrabFood and Foodpanda, pre-orders for events, and custom drink options, enhancing convenience and accessibility for students and young professionals.

The virtual prototype emphasizes clear, minimalist cups that highlight the vibrant green color of matcha. The packaging and presentation are intentionally designed to be modern and Instagrammable, encouraging social media sharing and organic brand exposure among younger consumers.

4.2 Market Fit

LiMatcha demonstrates a strong market fit by addressing a clear gap in the current matcha beverage market. While matcha has gained popularity as a premium and health-oriented beverage, most specialty matcha cafés offer products at price points that are often unaffordable for students and young adults. This creates a mismatch between growing demand and actual purchasing power within this segment.

LiMatcha bridges this gap by offering high-quality matcha beverages at student friendly prices, ranging from RM3.00 to RM14.00, without compromising on taste, visual appeal, or overall café experience. By positioning itself near universities and close to student areas, the brand aligns closely with the lifestyle and consumption habits of its target market.

In addition, LiMatcha's modern flavor variations, customizable add-ons, and Instagrammable presentation cater to the preferences of young consumers who value both functionality and aesthetic appeal. The combination of affordability, convenience, health benefits, and strong visual branding enables LiMatcha to meet existing market demand more effectively than higher-priced competitors.

Therefore, LiMatcha achieves a strong product market fit by delivering a premium matcha experience that is accessible, relevant, and sustainable for students and young adults.

4.3 Value Proposition (Economic Benefit)

LiMatcha's core value proposition is its ability to offer "affordable luxury" to students and young adults. Customers are able to enjoy premium quality matcha beverages that are typically associated with high-end cafés, but at significantly lower prices. Compared to specialty matcha cafés that charge between RM18 and RM25 per cup, LiMatcha allows customers to save approximately 40% or more per purchase.

This economic benefit is particularly important for students and young adults who are price-sensitive but still desire high-quality, trendy, and aesthetically pleasing beverages. LiMatcha solves this problem by making premium matcha accessible for frequent consumption, rather than an occasional luxury. As a result, customers can enjoy café-style matcha drinks without overspending, increasing both perceived value and purchase frequency.

4.4 Anticipated Customer Demand

LiMatcha anticipates strong and consistent customer demand due to several key factors. Firstly, the business is strategically located near universities and colleges, where there is a high concentration of students who frequently purchase affordable beverages for daily consumption.

Secondly, matcha has become a highly popular trend on social media platforms such as TikTok and Instagram, where visually appealing drinks often influence purchasing decisions among young consumers. LiMatcha's Instagrammable presentation and modern matcha flavors align well with this trend, increasing brand visibility and organic demand.

Lastly, rising health awareness among young consumers further supports anticipated demand. Many students and young adults are increasingly seeking healthier alternatives to sugary bubble tea and high-caffeine coffee. As matcha offers antioxidants and sustained energy, LiMatcha products meet both functional and lifestyle needs, strengthening long-term demand.

4.5 Existing Competition

Business competition cannot be avoided, especially when many brands offer products that are based on the same ingredients or products. Therefore, it is important for our company to identify both direct competitors, who offer similar products, and indirect competitors, who provide alternative options, in order to plan effective strategies and remain competitive.

Direct competitors include specialty matcha brands such as Niko Neko Matcha and Matchalalu, which are well-known for their quality and have strong brand loyalty. However, these brands typically offer products at premium price points, making them less suitable for daily consumption among students.

Indirect competitors include large beverage chains such as ZUS Coffee and The Coffee Bean & Tea Leaf. While these brands enjoy strong market presence and brand recognition, they do not focus specifically on matcha as a core product and offer limited matcha flavor variations and desserts compared to LiMatcha.

By combining affordable pricing, specialized matcha offerings, and a student-focused concept, LiMatcha differentiates itself effectively from both direct and indirect competitors.

5.0 MARKET ANALYSIS AND STRATEGY

5.1 Marketing Objectives

- To establish strong brand awareness among university students and young adults during the first year of operation.
- Aims to position itself as a specialized matcha beverage brand that offers visually appealing matcha beverage brand that offers visually appealing and student-friendly products.
- Seeks to achieve stable monthly sales growth through strategic promotions, effective use of social media, and partnerships with food delivery platforms.
- Long-term marketing objectives include expanding the brand's presence through additional outlets and pop-up stores.

5.2 Market Analysis

5.2.1 Target Market

To gain a better insight into our target audience and place LiMatcha in the market in the most productive way, we have determined important customer segments in relation to geographical, demographic, psychographic, and behavioral variables. This segmentation enables us to position our products and marketing strategies in such a way that it resonates with groups of people so that it can reach the right consumers.

Types of Target Market	Shared Group Characteristics
Geographical	LiMatcha establishes its operational base in areas with a significant number of university students and young adult population. The company considers several potential operational sites which include educational campuses, student housing areas, and commercial zones that experience heavy pedestrian movement. The active café culture in urban areas serves as the perfect location to reach consumers who follow social media trends and contemporary beverage solutions. The establishment of pop-up stores at educational institutions and popular socializing locations will boost brand

	<p>awareness while fostering customer loyalty through repeat business. Therefore, this makes Puncak Alam the most strategic choice of location for this business.</p>
Demographic	<p>The company focuses its marketing efforts on university students and young adults who belong to the age group of 18 to 30 years old. Young adults ranging from this age are appropriate with the demographic group which spends money on affordable trendy food and beverages because they have limited financial resources. The target segment also includes individuals with a preference for lifestyle-oriented consumption, such as aesthetically pleasing beverages suitable for sharing on social media.</p>
Psychographic	<p>Our target customers are trendsetters that have a strong presence on social media platforms and are adventurous. These customers prefer to buy something that they have never tried before because they want to experience new things and express their creative ideas through their daily activities. The customers prefer visually attractive drinks which they can display on Instagram, and they also search for uncommon drinks which belong to the specialty beverage category to keep up with trends. These customers prefer brands that deliver distinctive products which maintain high service standards while providing reliable service because this matches LiMatcha's identity as a matcha beverage specialty brand.</p>
Behavioral	<p>Behaviorally, the target audience consists of people who go to cafés frequently and buy products multiple times because they want to experience social interactions and treat themselves to affordable things. They make their purchasing decisions based on current social media trends and promotional offers and what their friends recommend to</p>

	them. Many people will purchase LiMatcha drinks for their personal enjoyment, casual social events, and to create content which they can share online.
--	--

5.2.2 Market Size

Market size is defined as the potential market value that LiMatcha can attain depending on the estimated number of target customers, average selling prices, and frequency of purchase within a certain period. In the case of LiMatcha, the market size will be established through the targeting of university students and young adults in areas close to higher education institutions. This market size is considered appropriate because of its significant involvement with specialty drink trends and major consumption of cafe-style beverages.

According to industry findings, university students and young adults tend to buy specialty beverages like the brand’s matcha drinks between 2 to 4 times a month, depending on the affordability and availability. Since the average price of the drinks at LiMatcha is between RM8 and RM14, it is possible to assume that the average amount of money spent on buying a drink is RM10. Supposing that LiMatcha has approximately 500 regular customers in a month, the potential market value in a month can be estimated at between RM10,000 to RM20,000, based on the buying frequency and effectiveness of advertisement. This calculation gives a realistic estimation of the market size that LiMatcha can attain at the outlet level.

The potential market size is expected to grow over a one-year period due to improved brand awareness and customer loyalty. With the cafe culture still having an impact on the consumption behavior in young adults, these customers tend to return to the shop again and react positively to promotions, seasonal products, and convenience in delivery. This buying behavior facilitates the possibility of LiMatcha growing its market size in a progressive manner due to its plans to retain and grow its customer base and outlets (Credence Research, 2025).

5.2.3 Market Share

Market share is a comparison of the performance of the company against competitors. It is defined as the proportion of total sales or market share that every company possesses in a specified market niche. Comparing market share prior to and after the entry of LiMatcha assists in determining competitive threats and opportunities, which can be used in making strategic choices such as pricing, product differentiation and marketing.

Within the Malaysian specialty beverage and matcha cafe industry, there are numerous independent and chain operators who are targeting the same target market, especially the urban youth and cafe-hopping market. Although the precise market share percentages are published only in a limited number, since specialty matcha cafes are quite fragmented and hardly established, the Zus Coffee and Coffee Bean chains, Niko Neko Matcha, Supermatcha, Saemidori, Matchalalu, and other brands are present players with visible customer interest and involvement in the internet. For example, Niko Neko Matcha, which is commonly listed among the popular places to get matcha in Kuala Lumpur, and most often appears at the top in local matcha cafe lists and recommendations (SmartLocal, 2024).

Market Share Before the Entry of LiMatcha			
Brand	Year 2023	Year 2024	Year 2025
Zus Coffee	18%	19%	20%
Supermatcha	12%	13%	14%
Coffee Bean	14%	15%	16%
Matchalalu	10%	10%	11%
Niko Neko Matcha	20%	21%	22%
Saemidori	8%	9%	9%
Hulu Cafe	6%	7%	8%
TOTAL	100%	100%	100%

Market Share After the Entry of LiMatcha			
Brand	Year 2023	Year 2024	Year 2025
Zus Coffee	18%	19%	19%
Supermatcha	12%	11%	11%
Coffee Bean	14%	15%	13%
Matchalalu	10%	8%	9%
Niko Neko Matcha	20%	20%	21%
Saemidori	8%	7%	6%
Hulu Cafe	6%	5%	5%
Limatcha	12%	15%	16%
TOTAL	100%	100%	100%

5.3 Competitor Analysis

5.3.1 Identifying the competitors

Competitors	Strengths	Weaknesses
1. Zus Coffee	<ul style="list-style-type: none"> Well-known brand in Malaysia with extensive outlets. Low prices and regular promotion of the products. Effective online order system and good delivery sites. 	<ul style="list-style-type: none"> The brand does not focus on matcha products. There is a lack of product differentiation in the matcha category. Store atmosphere can be considered more practical rather than experiential to cafe-hopping clients.
2. Supermatcha	<ul style="list-style-type: none"> Focuses on matcha-flavored drinks, which target niche customers. 	<ul style="list-style-type: none"> More expensive prices make them unaffordable to students.

	<ul style="list-style-type: none"> • Uses high quality matcha ingredients to underline quality. • High brand recognition of original Japanese matcha culture. 	<ul style="list-style-type: none"> • There are few outlets available and this limits their coverage in the market. • Limited marketing budget as compared to other big cafes.
3. Saemidori	<ul style="list-style-type: none"> • Specialize in high-quality matcha and authenticity. • Targets matcha lovers who demand high-quality taste. • High level of product consistency and craftsmanship. 	<ul style="list-style-type: none"> • High pricing makes it less attractive to economically conscious consumers. • No flavor innovation as compared to trend-based brands. • Less focus on presentation that is social-media friendly.
4. Matchalalu	<ul style="list-style-type: none"> • Inventive menus of new matcha flavor blends. • Well-developed graphic branding that will attract younger generations. • Extensive menu customization option. 	<ul style="list-style-type: none"> • Weak presence and recognition of the brand. • Poor service delivery in different locations. • Small resources to expand and do extensive marketing.
5. Coffee Bean	<ul style="list-style-type: none"> • Brand image on the international level with huge customer loyalty. • Numerous assortments of menu other than matcha drinks. 	<ul style="list-style-type: none"> • More expensive than student-oriented brands. • Matcha drinks are not a specialty but a secondary product.

	<ul style="list-style-type: none"> • Cosy environment that are conducive to extended stay. 	<ul style="list-style-type: none"> • Less local branding aimed at university students.
6. Niko Neko Matcha	<ul style="list-style-type: none"> • Malaysia specialty matcha brand. • Good sourcing and brand authenticity going on high quality matcha. • Returning customer of serious matcha drinkers. 	<ul style="list-style-type: none"> • Premium pricing makes it less appealing to the mass-market. • There are few outlets making accessibility limited. • Less emphasis on comfortable cafe-hopping and lifestyle branding.
7. Hulu Cafe	<ul style="list-style-type: none"> • Comfy cafe ambience that attracts lifestyle customers. • Mixed menu with beverages and light meals. • Strategic locations in city areas. 	<ul style="list-style-type: none"> • Matcha is not one of the main products. • Students with low budgets may not like the pricing. • Less differentiation in comparison to the specialized matcha brands.

5.3.2 SWOT Analysis for LiMatcha

	Opportunities	Threats
Strength	<p>Strength-Opportunity Strategies</p> <ul style="list-style-type: none"> • Use unique specialization in matcha drinks to satisfy the 	<p>Strength-Threat Strategies</p> <ul style="list-style-type: none"> • Always keep prices at a competitive rate to retain customers compared to

	<p>increasing demand for specialty and lifestyle-based beverages among the youth.</p> <ul style="list-style-type: none"> • Use customer-friendly pricing to appeal to price-sensitive university students and young adults. • Take advantage of Instagrammable branding and trends in social media to promote and create brand awareness. • Open additional outlets and pop-up stores in and around universities and high foot-traffic places to create maximum market visibility. 	<p>bigger cafe chains at higher prices.</p> <ul style="list-style-type: none"> • Position as a brand that specializes in matcha to avoid direct competition with coffee-based cafes. • Make sure the quality of taste and service remains constant to minimize customer switching behaviors. • Introduce different flavors and customization of matcha to avoid product replacement by the competition.
Weakness	<p>Weakness-Opportunity Strategies</p> <ul style="list-style-type: none"> • Address low brand awareness using social media advertising and partnerships. • Engage in university events and campus pop-ups to make the brand more visible at minimal marketing expense. • Use delivery services (GrabFood and Foodpanda) to increase the market reach without the need to create new stores. Add seasonal or limited drinks to increase menu 	<p>Weakness-Threat Strategies</p> <ul style="list-style-type: none"> • Adopt price control strategies to stay competitive with well-established brands. • Create customer loyalty schemes and package offers to minimize customer turnover. • Online pre-orders, catering events, and pop-up kiosks help diversify revenue to lessen the dependence on walk-in sales. • Enhance employee education to guarantee good service

	innovation and appeal to the returning customers.	delivery and minimize the risk of reputation.
--	---	---

5.4 Marketing Strategy

The marketing strategy of LiMatcha is to provide a specialized and student-targeted matcha experience through the combination of product variety, low price tags, and lifestyle branding. It will target university students and young adults as the strategy would integrate menu offerings with the existing trends in cafes, taste preferences, and spending behavior without compromising consistency and quality of all products offered.

5.4.1 Product

LiMatcha provides an extensive variety of matcha-based drinks and additional pastry products meant to suit the tastes of various consumers and retain a solid matcha brand. The beverage list comprises classic beverages like Matcha Latte (RM 8) and Hojicha (RM 8) that serve customers who want to experience the traditional flavors, as well as modern and flavored drinks like Matcha Strawberry (RM 10), Matcha Mango (RM 10), Matcha Chocolate (RM 9), Matcha Peanut Butter (RM 11), Matcha Pistachio (RM 14), Matcha Lemonade (RM 10), Matcha Boba (RM 12), Bang Bang Matcha (RM 13), and Matcha Milk Tea (RM 9). These flavors enable customers to decide between creamy, fruity, decadent, or invigorating flavors. Additionally, LiMatcha also offers customization add-ons, like boba (RM 1), jelly (RM 1), and puree (RM 2) so that customers can personalize their beverages based on their personal tastes and preferences. Besides drinks, LiMatcha also sells several Matcha-themed desserts and pastries such as Matcha Strawberry Cake (RM 10), Matcha Soft Cookies (RM 3.50), Matcha Cream Puff (RM 7.50), Matcha Roll Cake (RM 8), Matcha Tiramisu (RM 10), and Matcha Ice Cream in cone (RM 3) or cups (RM 5). These items are complementary to the beverage menu and promote an increase in average customer spend and the positioning of LiMatcha as a specialized matcha lifestyle cafe.

5.4.2 Price

LiMatcha adopts a **penetration pricing strategy** to enter the competitive beverage market, but with high quality matcha drinks and affordable prices especially for students and young adults. Pricing core beverages like Matcha Latte and Hojicha at RM8 and retaining most specialty drinks in the RM9-RM13 range allows LiMatcha

to reduce the barrier to trial and motivate price-sensitive customers to purchase them repeatedly. This plan helps in fast market penetration, brand identification, and customer base in the initial phases of business development.

Moreover, LiMatcha uses a **psychological pricing strategy** as a mechanism to shape customer perception of value. The prices are charged slightly lower than the round numbers, like RM9, RM10 and RM13, which makes the products cheaper and acceptable profit margins still maintained. Less expensive add-ons and desserts, including Matcha Soft Cookies (RM3.50) and boba add-ons (RM1) also promote impulse buying and bundle buying behavior. In general, the pricing approach of LiMatcha is fair and adequate in terms of its cost and perceived value, which contributes to the brand image as a student-friendly but high-end matcha brand.

5.4.3 Promotion

LiMatcha implements a combined promotional tactic that will help raise brand awareness, motivate people to buy the product, and earn their long-term loyalty as customers. Digital marketing has become the center-stage of the promotional mix, as social media platforms like Instagram and Tik Tok are utilized in sharing visually appealing products, cafe environment, and generated content by customers. The promotional strategies such as student discounts, offers of package deals, loyalty schemes and specials are also used to trigger purchasing decisions and to make customers visit the arena more often.

In order to establish a high level of first market awareness, LiMatcha installs a **grand opening campaign** every time a new outlet is opened. In this campaign, it will also have opening-week promotions, which can be limited-time discounts, free add-ons, or free drinks to the first customers. The grand opening event will aim to capture a large number of customers, create word-of-the-mouth marketing, and share on social

media, assisting LiMatcha to gain recognition in the local community within a short time.



Figure 5.4.1: LiMatcha's Grand Opening Banner

Moreover, the **physical promotional** materials including appealing signboards and banners are employed to increase the presence of the brand at the outlet locations. Stunning displays at the front of the store and adjacent high-flow zones help to attract the attention of the passers-by, especially students and patrons who frequent the cafe. The offline promotions are further enhanced by associating with universities, student organisations, and campus events, such as pop-up booths and sampling activities. Online delivery systems, like GrabFood and Foodpanda, also serve as the promotional channels providing platform-only offers, which gets even more convenient and reaches a broader audience of the customers who find it more convenient to use the services of takeaway and delivery.



Figure 5.4.2: LiMatcha's Signboard

5.4.4 Place

The distribution strategy of LiMatcha is based on the strategic location choice allowing maximization of accessibility, visibility, and customer traffic. The main outlets are primarily located at Puncak Alam, close to universities and colleges, as well as high pedestrian traffic places where the students and young adults usually gather. These places are selected so that it is convenient and financial, so that LiMatcha would be the appropriate choice whether you are having a day-to-day meal or during a social event, or even when you are having a study break. Accessibility through public transportation also improves customer access and helps maintain a steady walk-in traffic.

Besides physical stores, LiMatcha boosts its distribution networks by using take-out and delivery. Collaborations with online food delivery systems like GrabFood and Foodpanda allow the brand to expand its customer base to other locations than its immediate area. The use of pop-up stores in events, exhibitions, and community events can also provide flexible distribution points where LiMatcha can explore the new markets and create more exposure to its brand at minimal fixed costs. This multi-

channel place will guarantee that LiMatcha will be readily available and at the same time facilitate business growth and market expansion.

5.5 Sales Tactic

LiMatcha embraces the concept of **collaboration and partnership** as one of its sales strategies to widen its market presence and build brand equity. The objective of strategic collaborations with universities, student organizations, local vendors, and event organizers helps LiMatcha reach its target customer segments effectively. Through partnerships with educational institutions and student-led programs, LiMatcha will be able to provide exclusive deals, sponsored drinks, or co-branded events which will promote trial-buys and familiarity with the brand. Collaboration with delivery services and associated food brands also contributes to the volume of sales through bundling and coverage of distribution, which eventually leads to increased frequency of transactions and customer base.

Additionally, attending **community events, cultural festivals, and university gatherings** also contribute towards the sales growth of LiMatcha since there is direct engagement with potential customers. The orientation weeks, cultural celebrations, food bazaars, and local festivals will enable LiMatcha to present its products to a massive number of people in a very short time. By using pop-ups and sampling, a customer is able to get firsthand experience of the brand, and it will result in higher intentions to buy and motivate them to purchase immediately. This strategy also enhances the association of the brand on social and cultural experiences and offers LiMatcha more relatability and attractiveness to its target market.

Furthermore, **content marketing** is actually a powerful sales strategy that can impact buying behavior by providing informative and visually stimulating content. LiMatcha relies on social media to post product features, behind the scenes of production process, customer reviews, and promotional offerings. Regular content production assists in keeping the brand visible and updates the customers about menu details and deals. Using digital material will promote online engagements and shares, which will indirectly result in more sales conversions in the long run as more people visit the physical stores and delivery platforms.

Lastly, LiMatcha has a **loyalty and referral program** to promote purchasing habits and word-of-mouth advertising. The reward system based on stamp cards or electronic

rewards offers an incentive on frequent purchases and rewards customers who come back regularly. Referral programs where the customer is rewarded when introducing friends and family members have the effect of growing the customer base due to word-of-the-mouth marketing. Such programs do not only boost the frequency of sales but also enhance long-term customer relationships, which is conducive to the long-term development of revenue to the business.

5.6 Financial Plan for Marketing

Marketing Budget

Category	Monthly Budget	Period	Purpose
Signboard & Banner	RM 1200	One-time / First 3 months	To boost brand awareness and walk-in customers in areas with high pedestrian traffic.
Advertisement for Opening	RM 1000	First 2 months	To make awareness during the launch stage and stimulate trial purchases with the help of promotions.
Social Media Opening	RM 800	Monthly	To promote target customers via Instagram and Tik Tok ads and increase online interactions.
Flyers & Local Advertising	RM 400	First 6 months	To advertise the brand in the local universities, colleges, and residential communities.
Collaboration Events	RM 600	Monthly / Event-based	To assist in collaborating with universities, student organizations, and local events.
Referral & Loyalty Rewards	RM 500	Monthly	To attract customer referrals and repeat purchases by providing incentives.
Sampling Booths	RM 700	Event-based	To offer product trial at events on campus, festivals, and community events.

Special Temporary Offers & Free Gift with Purchase	RM 500	Monthly / Campaign-based	To generate sales in the short run and to get new customers in promotional times.
Total Estimated Monthly Marketing Budget			RM5700

Marketing Capital

Category	Monthly Budget	Period	Purpose
Advertising	RM 2000	Monthly	To create brand awareness by carrying online ads, promotional campaigns, banners, flyers, and advertisements related to the launch among students and young adults.
Collaboration	RM 1500	Monthly	To facilitate university and student-organization collaboration, community events and pop-up collaborations that assist in reaching more customers and motivating direct customer interactions.
Content creator	RM 1200	Monthly	To partner with social media influencers and content creators to create product reviews, promotional videos, and user-generated content to increase brand visibility and credibility.
Total Marketing Capital			RM 4700

6.0 OPERATIONS

6.1 Development

6.1.1 Research and Development (R&D)

LiMatcha continuously improves its menu through research and development (R&D) to ensure product quality, customer satisfaction, and competitiveness in the beverage industry. The R&D activities focus on developing new matcha drink flavours and desserts which match the preferences of students and young adults.

The R&D activities include the following work:

1. The team develops new seasonal matcha drink flavors which include Matcha Mango, Matcha Strawberry, and Bang Bang Matcha.
2. The team evaluates healthier drink options by testing recipes with reduced sugar content and using plant-based milk which includes oat milk and almond milk as ingredients.
3. The team established standard operating procedures which include specific ingredient measurement and preparation methods to ensure consistent taste quality.
4. The team developed new matcha dessert combinations to encourage customers to spend more money during their visits.
5. The R&D Manager will study market trends and analyze customer comments which are posted on TikTok and Instagram to create products that people find visually appealing for social media sharing.

6.1.2 Source of Equipment

LiMatcha needs to have reliable and dependable equipment which can handle its needs for making beverages throughout each day. The company will purchase equipment from reliable commercial kitchen suppliers and café equipment distributors to ensure quality and long-term performance. Equipment selection is important because LiMatcha offers both dine-in and takeaway/delivery services, meaning the outlet must be able to prepare drinks quickly while maintaining consistency.

The cup sealing machine works as an essential item because it enables the packaging of takeaway and delivery orders while preventing spillage and sustaining product appearance. A commercial-grade blender is required for flavored matcha drinks such as Matcha Mango and Matcha Strawberry. The facility needs refrigeration

equipment which includes chillers and freezers to protect milk, plant-based milk, desserts, and ice cream from spoilage.

LiMatcha will choose suppliers who deliver warranty protection together with post-purchase support that includes equipment restoration and upkeep services. The solution ensures operational continuity because it handles machine breakdowns without creating extended operational delays. The kitchen will acquire measuring cups, whisks, and storage containers through kitchenware stores and online platforms because these items represent lower-cost essentials needed for maintaining consistent food preparation.

6.1.3 Process Workflow

LiMatcha produces matcha beverages and matcha-based desserts through its production process. Beverage production begins by preparing the matcha base. Warm water is used to whisk matcha powder until it reaches a smooth paste consistency. This step is essential because it stops clumps from forming while delivering a complete matcha flavor experience. Milk or plant-based milk is added to the beverage according to customer preferences. The drink type determines which flavour ingredients to use, including strawberry, mango, chocolate, or peanut butter.

The process begins with mixing or blending, after which ice and toppings like boba or jelly or fruit purée get used. The drink is sealed with a sealing machine that protects both product safety and delivery of presentation. The cup receives an order number label and drink name label to decrease customer confusion.

The bakery prepares pastries as fresh stock for the day while they also replenish items that have sold out. A chiller maintains the freshness of matcha cake cookies and tiramisu, which are stored there. The production workflow ensures that LiMatcha delivers consistent quality products every day.

Step	Process	Description
1	Order Received	Walk-in / takeaway / delivery / pre-order
2	Order Confirmation	Staff confirms menu, add-ons, milk choice, sweetness level
3	Payment	Cash, card, e-wallet, online payment

4	Beverage Preparation	Prepared according to standard recipe and measurement
5	Sealing & Labelling	Cup sealed and labelled with order details
6	Serving/ Dispatch	Served to customer or packed for delivery pickup

6.2 Production

6.2.1 Production Workflow

Services	Figures	Planned Production Rate Per Day	Workers Production Time	Workers Standard Production Time Per Unit
Matcha Latte (Hot/Iced)	1 cup	60 cups/day	2 workers	3 minutes/cup
Flavoured Matcha Latte (Strawberry/Mango/Chocolate)	1 cup	70 cups/day	2 workers	4 minutes/cup
Matcha Boba / Toppings Series	1 cup	50 cups/day	2 workers	5 minutes/cup
Signature Premium Matcha (Pistachio / Brown Sugar / Cream Cheese)	1 cup	30 cups/day	2 workers	6 minutes/cup
Matcha Desserts (Cake / Cookies / Tiramisu Slice)	1 unit	50 units/day	1 worker	7 minutes/unit
TOTAL (Estimated)		210 drinks + 50 desserts per day	3 workers (shift rotation)	3–7 minutes/unit

Factory	Office
<p>Operating Hours = 12 hours/day {10.00 a.m. - 10.00p.m} (2 shifts per day)</p> <p>Shift 1: 10.00 a.m. – 4.00 p.m. (6 hours) Shift 2: 4.00 p.m. – 10.00 p.m. (6 hours)</p>	<p>Operating Hours = 8 hours/day {10.00 a.m. - 6.00p.m} (1 hour break)</p>
<p>Working Days = 6 days/week (Monday – Saturday)</p>	<p>Working Days = 6 days/week (Monday – Saturday)</p>

Activity	Workflow Details
Ingredient Prep	Matcha powder, milk, syrups, toppings, cups prepared before opening
Matcha Base	Whisk matcha with warm water until smooth
Mixing & Flavouring	Add milk + flavour (strawberry, mango, chocolate, etc.)
Customization	Add toppings (boba, jelly, purée) and milk alternatives
Packaging	Seal drink using sealing machine + label cup
Serving	Serve dine-in/takeaway or pack for delivery

6.2.2 Daily Output Capacity

Output	Matcha Beverages (cups)	Matcha Desserts (units)	TOTAL
Capacity	Standard capacity	Standard capacity	—
Output per hour	18 cups/hour	6 units/hour	24 units/hour
Output per day <i>(12 hours/day)</i>	216 cups/day	72 units/day	288 units/day
Output per month <i>(26 days/month)</i>	5,616 cups/month	1,872 units/month	7,488 units/month

Output per year (312 days/year)	67,392 cups/year	22,464 units/year	89,856 units/year
Operation Cost (RM)	RM 1,728/day	RM 432/day	RM 2,160/day
Cost per unit (RM)	RM 8.00	RM 6.00	RM 7.50 (average)

6.3 Facilities

6.3.1 Location of the business

LiMatcha is located at **20, Jalan Eco Grandeur 1/3D, 42300 Puncak Alam, Selangor**, which is a strategic area that supports the business target market and daily operations. The location was selected because Puncak Alam is well-known for its growing residential community and the presence of students and young adults, making it a suitable environment for a café business. LiMatcha attracts student customers because it offers matcha drinks and desserts which are budget-friendly and fashionable and refreshing to drink.

The business location enables customers to walk in while also providing a delivery service. The café area provides good road access which allows customers to reach the café without difficulty while delivery riders from GrabFood and Foodpanda can pick up orders without obstacles. The café generates sales through customers who visit the physical store and who place online delivery orders. Customers who live nearby will return to the location therefore the location helps LiMatcha to establish customer loyalty.

The business needs to attract customers through its visible presence, which attracts people to its location. LiMatcha will experience constant demand throughout the week because local housing and community amenities will attract customers to the café during afternoons and evenings. The strategic location of LiMatcha enables the business to operate effectively while maintaining consistent daily sales and expands its customer base in Puncak Alam.



Figure 6.3.1: Location of LiMatcha

6.3.2 Operation Layout

The operational layout of LiMatcha creates an environment which enables customers to move smoothly while staff members can prepare beverages and work through their tasks. The matcha café at LiMatcha needs a specific layout which helps control customer flow through its delivery and walk-in service areas while keeping counter spaces clear during busy times. Customers use the front section of the shop to place orders, make payments, and wait to receive their drinks. This section includes a clear ordering counter and menu display to speed up decision-making and reduce waiting time.

The beverage preparation station serves as the main operational space which operates behind the ordering counter. The station contains essential equipment that includes a blender, milk steamer, sealing machine and ingredient storage racks. The staff has organized all equipment according to their preparation sequence starting from ingredient preparation to mixing, blending, sealing and serving. This system allows baristas to fulfil orders at a fast pace because it eliminates all unneeded tasks. The storage system keeps matcha powder, milk, syrups and toppings nearby to help workers remain productive while delivering consistent results.

A special area exists for packing and delivery which keeps delivery orders separate from walk-in customer orders. Delivery riders can use this area to pick up their orders while maintaining a quiet atmosphere inside the café. The café of LiMatcha includes a washing and cleaning area at the back of the shop which staff members use to clean utensils, cups and equipment for food safety and hygiene purposes. The café

needs storage space to keep packaging materials such as cups, lids, straws and sealing film which supports its daily activities without facing any shortages.

The seating area is arranged to create a comfortable café atmosphere for dine-in customers while maintaining enough space for staff to move freely. The layout supports both customer experience and operational efficiency, which enables LiMatcha to handle high customer demand while delivering their products and services at top quality.

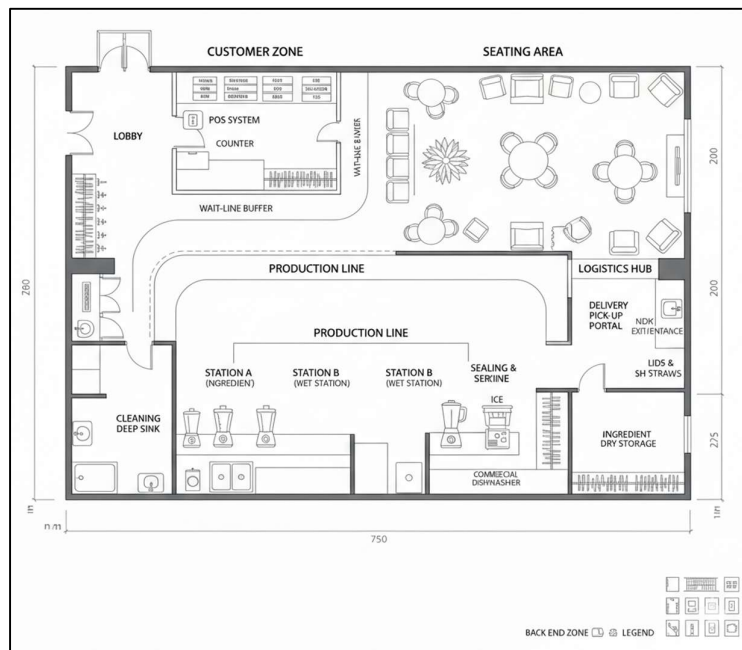


Figure 6.3.2: LiMatcha's Cafe Layout

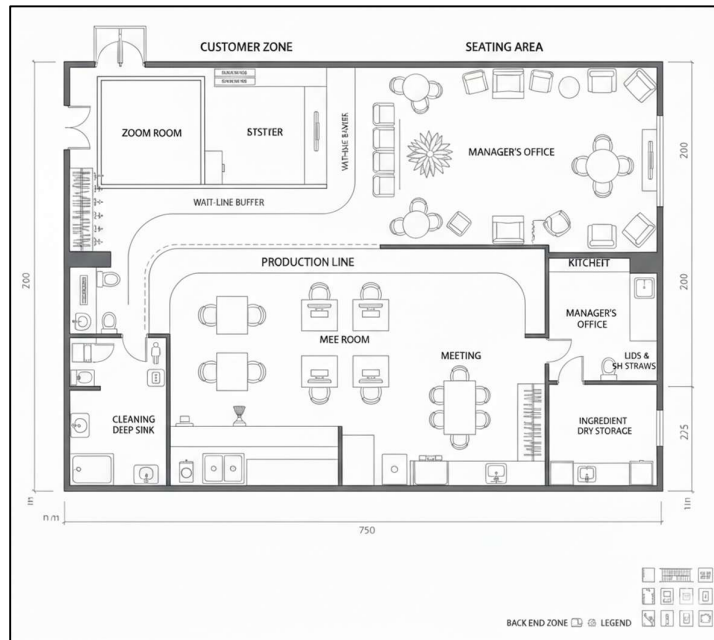


Figure 6.3.3: LiMatcha's Office Layout

The upper level of LiMatcha serves as the administrative hub, designed to separate business management and staff welfare from the high-traffic operational area on the ground floor.

1. The layout includes a dedicated CEO's Room and a Manager's Office. The private spaces enable leadership to perform administrative tasks and financial planning and conduct confidential meetings in a soundproof setting.
2. The central Meeting Room functions as a space for management and staff to work together on marketing strategies and operational performance evaluation.
3. To support the well-being of the team, a Prayer Room is provided for Muslim employees. The staff break area includes a Pantry where employees can prepare light meals and beverages during their scheduled breaks.
4. The office space contains a Multipurpose Area which serves multiple functions. The staff breakroom serves as a flexible space where employees can take breaks or participate in internal training sessions.
5. The level includes restrooms and dedicated spaces for Ingredient Dry Storage which protects bulk inventory from public access in the dining area.

6.3.3 Operation overhead

No.	Items	Description	Cost Yearly (RM)
1	Rental	RM 5,500 x 12 months (Premium for 2-level unit)	66,000
2	Utilities	High-power usage for blenders, steamers, and office AC	12,000
3	Machinery Maintenance	Servicing for sealing machines, milk steamers, and blenders	4,500
4	IT & Security	CCTV monitoring for both levels and POS system cloud fees	3,200
5	Kitchen & Office Reno	Custom counters for production flow and office partitions	25,000
6	Hygiene & Sanitation	Cleaning chemicals for the deep sink and washing area	1,200
7	Professional Licenses	Halal certification and business premise permits	1,500
Total			113,400.00

6.3.4 License, Permits and Regulations required

Table 6.3.4 shows the license, permits and regulations required for LiMatcha's business, which includes several approvals from relevant authorities to ensure lawful operation and compliance with standards.

No	License / Permits	Issuing Authority	Purpose	Estimated Cost (RM)
1	Business Premise License	Majlis Perbandaran Kuala Selangor (MPKS)	Grants legal permission to operate a physical storefront within the local district.	RM 300

2	Halal Certification	Jabatan Kemajuan Islam Malaysia (JAKIM)	Validates that all matcha ingredients and processes are Shariah-compliant to build customer trust.	RM 200 – RM 1,000
3	Food Handling Certificate	Kementerian Kesihatan Malaysia (KKM)	Ensures all baristas and kitchen staff are professionally trained in hygiene and safe preparation.	RM 50 – RM 100 per staff
4	Fire Safety Clearance	Jabatan Bomba dan Penyelamat (BOMBA)	Confirms the two-level layout complies with fire safety regulations and exit requirements.	RM 300 – RM 500
5	Signboard License	Majlis Perbandaran Kuala Selangor (MPKS)	Necessary for the legal display of the LiMatcha brand logo on the shop exterior.	RM 150 – RM 250

6.4 Staffing

6.4.1 Staffing needs and key roles

Position	No. of Staff	Key Roles and Responsibilities
CEO (Partner)	1	Leading the partnership team, overseeing long-term business strategy, brand expansion, and high-level financial health.
Research & Development Manager (Partner)	1	Focuses on product innovation, sourcing premium matcha varieties, and developing new seasonal recipes to stay competitive.
Marketing Manager (Partner)	1	Executing digital marketing strategies, managing social media engagement, and coordinating seasonal menu promotions.
Operational Manager (Partner)	1	Directly supervising the ground-floor production line, ensuring the preparation sequence is followed, and managing equipment maintenance.
Financial Manager (Partner)	1	Handling all accounting, payroll, utility bill payments, and monitoring the operational overhead budget.
Senior Barista	2	Supervising the beverage preparation station, performing technical matcha whisking, and ensuring consistency in drink quality.
Junior Barista	2	Assisting in the preparation sequence (toppings/garnishes) and maintaining hygiene standards in the washing and cleaning areas.
Cashier	1	Handling POS transactions at the ordering counter and managing the delivery pick-up portal for efficient rider transitions.
Total	10	

6.4.2 Employee type and sourcing

LiMatcha uses its permanent management staff together with its operational staff who work on flexible schedules to deliver high service quality while controlling their operational costs.

Employee Type:

- Permanent (Full-Time): All five Founding Officers and the Senior Barista are full-time employees. This system guarantees permanent leadership positions which provide continuous quality management throughout the beverage production process.
- Flexible (Part-Time): The company hires Junior Baristas and Cashiers as part-time workers who primarily come from the local student population in Puncak Alam. The system creates more staff availability during peak afternoon times and weekend periods.

Sourcing Methods:

- Internal Sourcing: The five founding partners represent the core management team, bringing together diverse academic backgrounds and shared startup capital.
- External Sourcing: The company uses social media platforms like Instagram and TikTok together with university career portals at UiTM and local community job boards to find candidates for barista and cashier positions.

6.4.3 Staff Qualifications and Requirements

Every member of the LiMatcha community must uphold certain standards to maintain a premium reputation and comply with food safety regulations (KKM).

Position	Minimum Qualifications & Requirements
Founding Officers	Bachelor's degree in business, IT, or Management; completed ENT530; strong leadership and visionary skills.
R&D Manager (Founder)	Specialized knowledge in matcha grades and tea-blending; experience in recipe innovation; KKM Food Handler certification.

Senior Barista	At least 1 year of experience in a café setting; certified in traditional matcha whisking; mandatory Typhoid injection.
Junior Barista / Cashier	High school diploma or currently pursuing a degree; friendly personality; basic proficiency in digital POS and e-wallet systems.

6.4.4 Schedule of Remuneration

This table details the monthly salary and mandatory statutory contributions (EPF and SOCSO) as per the 2026 guidelines.

Position	No.	Monthly Salary (RM)	EPF (13%) (RM)	SOCSSO (1.75%) (RM)	Total Amount (RM)
Founding Officers	5	3,000.00	390.00	52.50	17,212.50
Senior Barista	1	2,400.00	312.00	42.00	2,754.00
Junior Barista	2	1,800.00	234.00	31.50	4,131.00
Cashier	2	1,700.00	221.00	29.75	3,901.50
TOTAL	10	21,400.00	2,782.00	374.50	27,999.00

6.4.5 Training and Development

All employees, including the founding officers, must complete multiple training programs which help them achieve operational excellence while meeting health regulation standards.

- Induction and Orientation

The Administrative Manager conducts a one-day orientation session which all new employees must complete. The program teaches participants about the company vision and the "Order-to-Delivery" process and the workplace culture at LiMatcha.

- Food Handling and Hygiene Training

The food and beverage business must follow all regulations established by the Ministry of Health (KKM) since it operates within that industry.

- All 10 staff members must receive Typhoid Vaccination.
- Food Handler Course: The KKM certified program teaches staff members about food safety and cross-contamination prevention and personal hygiene practices.

- Technical Matcha Preparation Training

The *Research and Development (R&D) Manager* and *Senior Barista* conduct training which includes:

- Traditional Whisking Techniques: The Chasen (bamboo whisk) technique allows users to create perfect froth through its proper usage.
- Machine Operation: The training includes specialized sealing machines and blenders and milk steamers found in the ground-floor preparation station.
- Recipe Consistency: The R&D department developed specific ingredient ratios which all drinks must follow to achieve proper measurement.

- Customer Service and POS Excellence

This training program helps front-of-house staff and cashiers create a smooth customer experience.

- POS System Training: The training program teaches users how to operate the digital ordering system and complete e-wallet transactions.
- Conflict Resolution: The delivery rider pick-up portal requires staff to handle customer complaints during busy periods.

- Management and Leadership Development

The Five Founding Officers participate in advanced workshops that teach them:

- Financial Manager uses to update the team about cash flow monitoring
- Digital Marketing Trends which they study through quarterly sessions that track TikTok and Instagram algorithm changes to maintain LiMatcha's branding.

6.4.6 Training Schedule and Cost

Training Program	Targeted Staff	Frequency	Estimated Cost (RM)
KKM Food Handler Course	All 10 Staff	Once (New Hires)	500.00
Typhoid Injection	All 10 Staff	Once every 3 years	800.00
Matcha Technical Workshop	Baristas & R&D	Quarterly	Internal
Customer Service Excellence	Cashiers & Baristas	Bi-annually	300.00
Total Annual Training Budget			1,600.00

6.5 Equipment

6.5.1 Kitchen equipment

No.	Item	Purpose	Quantity	Estimated Price (RM)	Total (RM)
1	Milk Steamer	To steam and froth milk for hot matcha lattes.	1	1,500.00	1,500.00
2	Matcha Whisk (Electric Frother)	For consistent blending and frothing of matcha powder.	4	50.00	200.00
3	Commercial Blender	For preparing iced blended matcha and fruit puree mixes.	2	800.00	1,600.00
4	Upright Glass Chiller	To store fresh milk, oat milk, and almond milk.	1	2,800.00	2,800.00

5	Chest Freezer	For storing ice and frozen fruit purees.	1	1,200.00	1,200.00
6	Commercial Ice Machine	To ensure a constant supply of ice for cold beverages.	1	1,800.00	1,800.00
7	Drink Shakers	To mix tea leaves and syrups manually.	5	35.00	175.00
Total					9,275.00

6.5.2 Machinery

No.	Item	Purpose	Quantity	Estimated Price (RM)	Total (RM)
1	Automatic Sealing Machine	To seal cups securely for both walk-in and delivery orders.	1	1,250.00	1,250.00
2	POS System	For transaction processing and inventory tracking.	1	2,500.00	2,500.00
Total					3,750.00

6.5.3 Office Supplies

No.	Item	Description	Quantity	Estimated Price (RM)	Total (RM)
1	Office Desk & Chair	For management and administrative work.	5	450.00	2,250.00
2	Laptop/ Computer	For R&D, Marketing, and	2	2,500.00	5,000.00

		financial management.			
3	Printer & Scanner	To print invoices, menus, and internal reports.	1	650.00	650.00
4	Meeting Table	For weekly management and staff briefings.	1	1,200.00	1,200.00
5	General Stationeries	Files, pens, and paper for daily admin tasks.	-	250.00	250.00
Total					9,350.00

6.5.4 Summary of Equipment Expenditure

Category	Total Amount (RM)
6.5.1 Kitchen Equipment	10,240
6.5.2 Machinery & Systems	3,850
6.5.3 Office Supplies	10,050
GRAND TOTAL	RM 24,140

6.6 Supplies

LiMatcha uses premium ingredients to create beverages that protect our brand's high-end status. Our supplies are categorized into raw ingredients, milk varieties, toppings, and packaging.

6.6.1 List of Raw Materials and Ingredients

The following table lists the monthly requirements for the core ingredients used in our matcha-based drinks and desserts.

No	Item	Quantity (Monthly)	Price per Unit (RM)	Total Amount (RM)
1	Matcha Powder (Premium Grade)	10 kg	180.00	1,800.00
2	Hojicha Tea Leaves	5 kg	120.00	600.00
3	Fresh Milk	200 cartons	7.50	1,500.00
4	Oat Milk (Barista Edition)	50 cartons	14.00	700.00
5	Almond Milk	30 cartons	13.00	390.00
6	Fruit Puree (Strawberry & Mango)	20 jars	45.00	900.00
7	Chocolate Syrup / Sauce	10 bottles	25.00	250.00
8	Peanut Butter Spread	5 jars	18.00	90.00
9	Pistachio Paste	5 jars	65.00	325.00
10	Lemon Syrup	5 bottles	22.00	110.00
11	Boba Pearls	15 kg	15.00	225.00

12	Jelly Toppings	10 kg	20.00	200.00
13	Baking Ingredients (Flour, Sugar, etc.)	Bulk	500.00	500.00
TOTAL				RM 7,590.00

6.6.2 List of Packaging Supplies

The brand identity of our company depends on its packaging materials. The supplies protect product delivery while maintaining "Instagrammable" design elements which appeal to our target customers.

No	Item	Quantity (Monthly)	Price per Unit (RM)	Total Amount (RM)
1	Custom LiMatcha Cups & Lids	2,000 units	0.85	1,700.00
2	Eco-friendly Straws	2,000 units	0.10	200.00
3	Drink Carriers (For Delivery)	500 units	0.50	250.00
4	Branded Stickers & Labels	2,000 units	0.05	100.00
TOTAL				RM 2,250.00

6.6.3 Supply Chain and Sourcing

Category	Raw Material / Item	Sourcing Method / Supplier	Purpose
Tea Bases	Matcha Powder, Hojicha Tea Leaves	Direct Import / Wholesale Specialist (Japanese Tea Importers, HojichaYa Teas Malaysia)	Ensures authentic, premium-grade flavor for core products.

Dairy & Alternatives	Fresh Milk, Oat Milk, Almond Milk	Local Dairy Distributor (Farm Fresh)	Guaranteed weekly delivery of fresh products to Puncak Alam.
Flavorings	Fruit Purees, Syrups, Pastes	F&B Specialty Wholesaler (Golden Choice / Monin)	Consistent supply of concentrated fruit and nut-based additives.
Toppings	Boba Pearls, Jelly Toppings	Bakery & Café Supplier (Bake with Yen)	Cost-effective bulk sourcing for high-turnover additives.
Packaging	Custom Cups, Lids, Straws	Local Printing & Packaging Vendor (Custom Packaging MY)	Maintains "Instagrammable" branding and secure delivery sealing.
Machinery	Sealing Machine, Blenders, Chiller	Commercial Kitchen Specialist (Golden Bull / Berjaya)	Provides professional-grade reliability and local maintenance support.

7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

7.1 Management Team

LiMatcha Café has a CEO, who oversees providing a vision and strategic direction for the future growth of the business, and is rewarded by taking a share of the profits earned by the business. The Operations Manager is in charge of managing all operations within the café, including efficient workflow, customer service, and staff management, and is rewarded with a monthly income.

The Financial Manager is in charge of managing all financial activities within the café, including cash flow management, financial reports, and budgeting, and is rewarded with a monthly income. Creating brand awareness, promotions, social media marketing, and increasing customer engagement, which in turn enhances customer spending, and is rewarded with a monthly income, is the role of Marketing Manager. The R&D Manager responsible for creating new products, such as matcha-based drinks and other products, and is rewarded with a monthly income.

The operation of the kitchen, the quality of the food, the hygiene of the food, and the training of the staff is overseen by the Head Chef. This position is compensated by a monthly salary and a meal allowance. The preparation of matcha drinks and are responsible for the quality and satisfaction of the service is the barista's work. This position is compensated by an hourly or monthly wage.

The baker provides the café with freshly baked goods and desserts, which are essential in the development of the menu. This position is compensated by a monthly salary. The kitchen crew assists in the preparation of the food and cleanliness of the kitchen. The café crew assists the customers with their orders and the cleanliness of the café. This position is compensated by an hourly or daily wage and overtime or public holiday pay.

SHARIFAH SHADIAH

CHIEF EXECUTIVE OFFICER (CEO)

Shah Alam, Selangor | shadiyah05@gmail.com | 012-2929847



SUMMARY

Chief Executive Officer and co-founder of LiMatcha, a student-focused matcha beverage café specializing in premium yet affordable matcha drinks and desserts. Responsible for overseeing overall business strategy, daily operations, and partnership management. Skilled in leadership, strategic planning, decision-making, and brand development. Experienced in managing cross-functional teams and ensuring operational efficiency while maintaining strong customer satisfaction and brand identity.

TECHNICAL SKILLS

- Business Strategy & Planning
- Partnership & Stakeholder Management
- Financial Monitoring
- Leadership & Team Management
- Decision-Making & Problem Solving
- Customer Experience Management
- Operations Oversight
- Brand Development

PROFESSIONAL EXPERIENCE

Chief Executive Officer (CEO) | LiMatcha Jan 2025 - Present

- Lead overall business direction, vision, and strategic growth planning
- Coordinate management functions across marketing, operations, finance, and R&D
- Oversee daily café operations to ensure service efficiency and product consistency
- Manage partnerships with suppliers, delivery platforms, and external stakeholders
- Monitor business performance, sales growth, and operational costs
- Ensure compliance with food safety, halal, and business regulations

EDUCATION

Bachelor's Degree in Information Science Oct 2021 - Oct 2024

Universiti Teknologi MARA (UiTM)

- Course: Principles of Entrepreneurship (ENT530)
- Strong foundation in management, leadership, and business planning

ADDITIONAL INFORMATION

- **Languages:** English, Mandarin
- **Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination
- **Achievements:** Co-founder of LiMatcha; Led business planning, operations setup, and launch
- **Strengths:** Leadership, adaptability, communication, teamwork

NUR BATRISYHIA

MARKETING MANAGER

Kuala Lumpur, Malaysia | batrisyhaali4@gmail.com | 018-7914716



SUMMARY

Strategic Marketing Manager at LiMatcha with expertise in brand positioning and consumer engagement within the F&B industry. Proven ability to lead marketing initiatives, manage promotional budgets, and execute digital campaigns that drive store traffic and revenue growth.

TECHNICAL SKILLS

- Strategic Planning: Campaign Management, Brand Positioning, Budgeting.
- Social Media: Content Strategy (TikTok/IG), Influencer Outreach, Meta Business Suite.
- Analytics: Market Research, Sales Data Analysis, Customer Acquisition Cost (CAC).
- Tools: Canva, CapCut (Video Editing), Google Analytics.

PROFESSIONAL EXPERIENCE

Marketing Manager | LiMatcha

Jan 2025 - Present

- Planned and executed digital marketing campaigns to increase brand visibility.
- Managed social media content and coordinated promotional activities.
- Analysed customer feedback and sales trends to support marketing decisions.

Marketing Executive | Cremantan

Jan 2021 - Dec 2024

- Assisted in marketing campaigns and promotional events.
- Managed basic social media content and customer engagement.
- Conducted simple market research and prepared marketing reports.

EDUCATION

Bachelor of Information Science (Library Management)

Oct 2021 - Oct 2024

Universiti Teknologi MARA (UiTM)

- Major in Library and Information Management.
- Final Year Project: "Information Organisation and User Behaviour in Digital Platforms."

Diploma in Library Management

Aug 2018 - Aug 2021

Universiti Teknologi MARA (UiTM)

- Studied information organisation, records management, and basic data handling.

ADDITIONAL INFORMATION

- **Languages:** English, Mandarin.
- **Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination
- **Awards/Activities:** Project Leader for Group Marketing Campaign Assignment, Active member of University Marketing Club, Volunteer for university entrepreneurship events and bazaars

ASMA AINA

OPERATIONAL MANAGER

Kuantan, Pahang | asma12@gmail.com | 012-8674586



SUMMARY

Operational Manager of LiMatcha responsible for managing and overseeing the company's daily operations. Involves managing work schedules, task flows, and resource usage as well as maintaining the quality of products or services. Making sure that corporate rules, standard operating procedures (SOPs), and safety standards are followed.

TECHNICAL SKILLS

- Operations Planning
- Compliance
- Data Analysis
- Workflow Management
- Inventory
- Quality control
- Resource Management

PROFESSIONAL EXPERIENCE

Operational Manager | LiMatcha

Jan 2025 - Present

- Experience in managing daily operations and ensuring smooth workflow
- Skilled in monitoring staff performance and productivity
- Experience in implementing quality control and operational improvements
- Knowledge of inventory management and resource allocation
- Experience in ensuring compliance with company policies, SOPs, and safety regulations
- Ability to prepare reports and provide updates to top management

EDUCATION

Bachelor of Business Administration

Oct 2021 - Oct 2024

Universiti Teknologi MARA (UiTM)

- Major in finance, marketing, HR, and strategy.

Diploma of Business Administration

Jun 2018 - Jun 2021

Universiti Teknologi MARA (UiTM)

- Managing an organization's resources, operations, and goals.
- Planning, organizing, leading, and controlling an enterprise's people, finances, and processes

ADDITIONAL INFORMATION

- **Languages:** English, Spanish, Mandarin.
- **Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination.
- **Awards/Activities:** Vice Chancellor's Award recipient both diploma and degree.

NUR ALYA BATRISYIA

FINANCIAL MANAGER

Ipoh, Perak | nuralyabatrisyia@gmail.com | 019-5643472



SUMMARY

Financial Manager of LiMatcha responsible for organizing, managing and monitoring company's financial operations. Creating budgets, controlling costs, managing cash flow and ensuring financial resources are used effectively. Evaluates financial performance and creates financial reports to present financial status to upper management.

TECHNICAL SKILLS

- Financial Planning
- Budgeting
- Financial Analysis
- Cost Control Management
- Risk Mangement
- Data Analysis
- Accessibility
- Forecasting
- Financial Regulations

PROFESSIONAL EXPERIENCE

Financial Manager | LiMatcha

Jan 2025 - Present

- Experience in financial planning, budgeting, and cost control
- Skilled in preparing and analyzing financial statements
- Experience in managing cash flow and monitoring expenses
- Knowledgeable in financial forecasting and performance analysis
- Experience in ensuring compliance with accounting standards and financial regulations
- Able to identify financial risks and recommend solutions
- Experience in preparing financial reports for top management
- Strong decision-making support through financial analysis

EDUCATION

Bachelor of Finance

Oct 2021 - Oct 2024

University of Edinburgh, Scotland

- Major in financial management, analysis, and business strategy.

Sijil Tinggi Persekolahan Malaysia (STPM)

Jun 2019 - July 2021

SMK St. Michael

- Graduated in Economic and Business Studies.

ADDITIONAL INFORMATION

- **Languages:** English, Mandarin, French.
- **Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination.

ATHIRA NATASHA

RESEARCH AND DEVELOPMENT MANAGER

Rembau, Negeri Sembilan | athiranat@gmail.com | 019-4538324



SUMMARY

Research and Development Manager and one of the founders of LiMatcha, a business that specializes in matcha-based drinks and desserts offering dine-in, takeaway, delivery, pre-orders and customized drinks options. Responsible in making major business decision. Skilled in menu planning, branding and customer relationship building.

TECHNICAL SKILLS

- Product Research, Development, and Testing
- Market Research
- Trend Analysis
- Project Planning
- Quality Control
- Innovation
- Problem-solving Skills

PROFESSIONAL EXPERIENCE

Research and Development Manager | LiMatcha Jan 2025 - Present

- Led research and development projects to create new products or improve existing ones
- Conducted market research to identify trends and innovation opportunities
- Designed, tested, and evaluated prototypes for product development
- Coordinated with production, marketing, and operations teams for project implementation
- Managed and trained the R&D team to ensure project efficiency and quality
- Monitored project timelines, budgets, and compliance with quality standards
- Applied technological advancements and industry knowledge to drive innovation

EDUCATION

Bachelor of Information Record Management Oct 2021 - Oct 2024

Universiti Teknologi MARA (UiTM)

- Major in Record Management.
- Thesis on "Technological Advancements within the current Mechatronics Industry".

Diploma of Record Management Aug 2018 - Aug 2021

Universiti Teknologi MARA (UiTM)

- Studied information organisation and record management

ADDITIONAL INFORMATION

- **Languages:** English.
- **Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination.

ROS ARIANI

HEAD CHEF

Shah Alam, Selangor | rosariani15@gmail.com | 012-2905275



SUMMARY

Head Chef at LiMatcha, in charge of supervising kitchen operations and ensuring food preparation meets requirement for hygiene, flavor and quality. Creates meals, managing kitchen crew and ingredients usage also make sure food safety regulations are followed.

TECHNICAL SKILLS

- Menu Planning
- Recipe Development
- Food Preparation
- Cooking Techniques
- Kitchen Management
- Presentation of Dishes
- Knowledge of Culinary Trends
- Time Management

PROFESSIONAL EXPERIENCE

Head Chef | LiMatcha **Jan 2025 - Present**

- Led kitchen operations and supervised culinary staff
- Planned menus and developed new recipes for customer satisfaction
- Ensured food quality, presentation, and consistency
- Managed inventory, food costs, and kitchen resources efficiently
- Maintained strict food safety, hygiene, and sanitation standards
- Trained and mentored junior kitchen staff
- Coordinated with management for smooth kitchen and restaurant operations

EDUCATION

Bachelor of Culinary Arts **Oct 2021 - Oct 2024**

Sunway University

- Cooking techniques, kitchen management, food safety, pastry & baking

Diploma of Culinary Arts **Aug 2018 - Aug 2021**

Sunway University

- Cooking techniques, kitchen management, food safety, pastry & baking

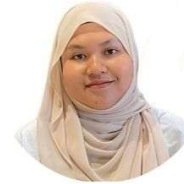
ADDITIONAL INFORMATION

- **Languages:** English, French, Mandarin.
- **Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination.

TIHANI BATRISYA

BAKER

Rembau, Negeri Sembilan | tihanib@gmail.com | 012-9803421



SUMMARY

Over 5 years experienced as a baker, responsible of preparing and baking pastries, desserts and other baked goods according to established recipes and quality standards. Measuring ingredients accurately, using baking tools and making sure products are fresh and well-presented.

TECHNICAL SKILLS

- Baking Techniques
- Operating Ovens
- Measuring Ingredients Accurately
- Quality Control
- Time Management
- ingredient Management

PROFESSIONAL EXPERIENCE

Baker | LiMatcha

Jan 2025 - Present

- Prepared and baked bread, pastries, and other baked goods according to recipes
- Ensured consistency and quality of all baked products
- Operated and maintained baking equipment and ovens
- Maintained cleanliness, hygiene, and food safety standards in the kitchen
- Managed ingredient inventory and daily baking schedules
- Assisted in developing new recipes and menu items
- Collaborated with kitchen staff to ensure smooth workflow

EDUCATION

Diploma in Culinary Arts

Aug 2016 - Aug 2019

Universiti Teknologi MARA (UiTM)

- Major in Culinary, Pastry and Baking.

Sijil Pelajaran Malaysia (SPM)

Jun 2012 - Jun 2016

SMK Undang Rembau

- Passed with credits in Mathematics, Bahasa Melayu and Sejarah.

ADDITIONAL INFORMATION

- **Languages:** English.
- **Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination.

NUR NAZIRA HUDA

BARISTA

Puncak Alam, Selangor | nazirahuda@gmail.com | 012-9034531



SUMMARY

Barista at LiMatcha with 3 years experience in charge of making and serving drinks according to quality standards and established recipes. Running machines and other equipment, keeping workstation hygienic and tidy. Skilled in handling customer orders and payments

TECHNICAL SKILLS

- Brewing Techniques
- Handling Cash
- Communication Skills
- Operating Machines
- Preparing Beverages
- Maintaining Cleanliness
- Handling Orders
- Basic Inventory Management

PROFESSIONAL EXPERIENCE

Barista | LiMatcha

Jan 2025 - Present

- Prepared and served coffee and other beverages to customers
- Operated coffee machines and maintained equipment
- Ensured drink quality and presentation met café standards
- Maintained a clean and organized workspace following hygiene rules
- Managed customer orders, payments, and handled inquiries
- Monitored stock levels and replenished ingredients as needed
- Provided excellent customer service to ensure customer satisfaction

EDUCATION

Diploma in Culinary Arts

Aug 2016 - Aug 2019

Universiti Teknologi MARA (UiTM)

- Major in Culinary, Pastry and Baking.

Sijil Pelajaran Malaysia (SPM)

Jun 2012 - Jun 2016

SMK Puncak Alam

- Passed with credits in Mathematics, Bahasa Melayu and Sejarah.

ADDITIONAL INFORMATION

- **Languages:** English.
- **Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination.

EMIELRIL LAVINGE

KITCHEN CREW

Puncak Alam, Selangor | emielrilavinge@gmail.com | 019-3214532



SUMMARY

Hardworking and reliable kitchen crew member with hands-on experience in food preparation. Skilled in maintaining cleanliness, assisting in fast-paced cooking environments and ensuring food safety standards. Proven ability to support daily kitchen tasks efficiently, with previous experience at both local eateries and fast-food chains. Committed to teamwork, punctuality, and delivering consistent service in every shift.

TECHNICAL SKILLS

- Basic Food Preparation
- Handling Kitchen Equipment
- Cleaning Kitchen Areas
- Basic Stock Handling
- Basic Cooking Techniques
- Basic Food Quality Control

PROFESSIONAL EXPERIENCE

Kitchen Crew | LiMatcha

Jan 2025 - Present

- Assisted chefs in daily food preparation and kitchen operations
- Prepared ingredients according to recipes and SOP standards
- Maintained cleanliness and hygiene of kitchen areas and equipment
- Followed food safety regulations and proper food handling procedures
- Supported stock arrangement and basic inventory control

Kitchen Crew | Texas Chicken

Feb 2021 - Dec 2024

- Food preparation
- Teamwork
- Following recipes and procedures
- Working under pressure

EDUCATION

Sijil Tinggi Persekolahan Malaysia (STPM)

Aug 2019 - Oct 2020

Kolej Tingkatan Enam Shah Alam

- Major in Bahasa Melayu and Visual Arts.

Sijil Pelajaran Malaysia

May 2015 - Jun 2019

SMK Puncak Alam

- Completed SPM with 1A3B2D1E

ADDITIONAL INFORMATION

- **Languages:** English
- **Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination.

NURUL AFRINA AUFA

CAFE CREW

Sungai Buloh, Selangor | afrinaufa67@gmail.com | 012-8348512



SUMMARY

Energetic kitchen team member with over 2 years of experience in food prep and kitchen support roles. Skilled in basic cooking, cleaning routines, stock handling, and customer service support. Committed to food hygiene and ready to assist in maintaining fast and quality service.

TECHNICAL SKILLS

- Take Customer Orders
- Handling Payments
- Maintain Cleanliness
- Basic Food Preparation
- Basic Beverage Preparation
- Customer Service
- Operating POS

PROFESSIONAL EXPERIENCE

Instant Chartz App, Morcelle Program Jan 2025 - Present

- Good customer service
- Friendly and polite communication
- Ability to work in a team
- Time management and multitasking
- Basic barista and drink-making skills
- Ability to take orders correctly
- Cash handling and POS system use
- Cleanliness and hygiene awareness
- Problem-solving skills
- Positive attitude and willingness to learn

EDUCATION

Diploma of Accountancy Aug 2022 - Oct 2024

Universiti Teknologi MARA (UiTM)

- Major in financial accounting, cost and management accounting, taxation and auditing.

Sijil Pelajaran Malaysia (SPM) May 2017 - Jun 2021

SMK Seksyen 7, Shah Alam

- Completed with 4A2B3C

ADDITIONAL INFORMATION

- **Languages:** English.
- **Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination.

7.2 External Resources and Services

LiMatcha hire several external professionals to support operations and ensure compliance:

Professionals	Cost (per consultation)	Roles
Accountant	RM1000	Manage bookkeeping, taxes and financial reports
Lawyer/Legal Consultant	RM500	Handle business registration, licenses, contracts and compliance with food regulations
Marketing Consultant	RM1500	Assist with branding, promotions, and social media campaign
Food Safety/Hygiene Consultant	RM1200	Ensure compliance with health standards and food safety practices

7.3 Human Resources

STAFF NAME	POSITION	STATUS	MONTHLY SALARY	ADDITIONAL BENEFIT
Sharifah Shadia	CEO/Founder	Full Time	RM4000 (Allowance)	Management allowance, performance bonus
Nur Batrisyhia	Marketing Manager	Full Time	RM3300	Monthly income, staff meals, EPF, SOCSO and performance incentive
Asma Aina	Operational Manager	Full Time	RM3300	Monthly income, staff meals, EPF,

				SOCSO and performance incentive
Nur Alya Batrisyia	Financial Manager	Full Time	RM3300	Monthly income, staff meals, EPF, SOCSO and performance incentive
Athira Natasha	Research and Development Manager	Full Time	RM3300	Monthly income, staff meals, EPF, SOCSO and performance incentive
Ros Ariani	Head Chef	Full Time	RM3000	Monthly income, staff meals, EPF, SOCSO and performance incentive
Tihani Batrisya	Baker	Full Time	RM2700	Monthly income, staff meals, EPF, SOCSO and performance incentive
Nur Nazira Huda	Barista	Full Time	RM2500	Monthly income, staff meals, EPF, SOCSO and performance incentive

Emielril Lavinge	Kitchen Crew	Full Time	RM2000	Monthly income, staff meals, EPF, SOCSO and performance incentive
Nurul Afrina Aufa	Cafe Crew	Full Time	RM2000	Monthly income, staff meals, EPF, SOCSO and performance incentive

8.0 FINANCIAL PROJECTION

8.1 Start-Up Cost

Start-up costs are the sum of money needed to cover the first costs of starting a new company. All of the costs necessary to operate the business will be covered by these expenditures. Start-up expenses are necessary for the business to function properly. The following table displays the projected start-up costs for LiMatcha, which has been divided into different groups according to the type of spending.

START-UP COST	
	RM
CAPITAL EXPENDITURE: ADMINISTARTIVE	
Building (Rental Deposit)	7,500
Office equipment & fixtures	9,100
Office renovation	5,000
CAPITAL EXPENDITURE: OPERATIONS	
Kitchen Equipment	9,275
Machinery	3,750
Shop Renovation & Interior Setup	12, 500
ONE-TIME START-UP EXPENDITURE	
Installation of Equipment & Machinerics	8,600
Starting Inventory Cost (matcha powder, milk syrups, toppings)	7,590
Legal & Professional Fees	4,200
Training Program	1,600
Advertisement for Business Launching	2,200
OTHER PRE-OPERATIONS EXPENDITURE	
Business Registration & Licences (MPKS & JAKIM)	1,300
Office Supplies & Stationeries	250
Fire & Theft Insurance	500
Signboard License	250

TOTAL START-UP COST	73,615
----------------------------	---------------

8.2 Working Capital (Monthly)

Working Capital represents the amount of initial expenditure required to finance the daily operation until the business gets its first sale. The working capital for LiMatcha is displayed in the following table, which is separated into various categories based on the kinds of expenses.

WORKING CAPITAL (MONTHLY)		
	FIXED COST (RM)	VARIABLE COST (RM)
ADMINISTRATIVE		
Salaries & Wages (Management & Admin)	16,600	
EPF & SOCSO	1497.50	
Office Rent (allocated portion)	2,000	
Utilities Bills	500	
Office Supplies & Stationeries	100	
Fire Insurance	95	
IT & Security System	267	
OPERATIONS		
Salaries & Wages (Barista & Operations Staff)	15,500	
EPF & SOCSO	2,172.50	
Raw Material & Ingredient Purchases		7,590
Packaging Material		2,250
Machinery & Equipment Maintenance	375	
Hygiene & Sanitation Supplies	100	
MARKETING		
Salaries & Wages	3,300	
EPF & SOCSO	486.75	

Advertisement (Instagram, posters)		2,000
Collaboration & Promotion Events		1,500
Content Creator/ Influencer Marketing		1,200
OTHER EXPENDITURE		1000
Total Working Capital		58,533.75
Total Working Capital Required		58,533.75 - 1000 = 57,533.75
Contingency Expenditure (5%)		2,876.69
WORKING CAPITAL GRAND TOTAL		60,410.44

8.3 Start-Up Capital and Financing

Both Start-up Cost and Working Capital combined is the total Start-Up Capital needed to start a project. The source of financing is either through equity or loan or combination of both.

START-UP CAPITAL	RM
Start-Up Cost	73,615
Working Capital (Monthly)	60,410.44
TOTAL	134,025.44

FINANCING START-UP CAPITAL	RM	%(ANNUAL)	TERM (YEARS)
Equity	100,000	n/a	n/a
Loan	35,000	5%	5

9.0 PROJECT MILESTONES/SCHEDULE

The project milestones outline the main steps and activities needed for the successful launch and operation of LiMatcha. A structured timeline is provided to guide the business from the planning phase to implementation. Tracking these milestones helps ensure tasks are completed on schedule, and the business is ready for the grand opening.

9.1 Main Activities and Deadlines

TASK	START MONTH	DURATION (MONTHS)	PERSON IN CHARGE
Business Registration & SSM	1	1	Shadiah, Athira
Site Acquisition & Scouting	1	1	Shadiah
Brand Identity (Logo/Pack)	2	1	Betty
Menu & Product R&D	2	1	Betty, Alya
Supplier Sourcing	2	1	Shadiah, Alya
Site Renovation	3	2	Shadiah, Asma
Equipment Setup	4	1	Shadiah, Asma
Marketing Campaign	5	1	Athira
Staff Recruitment & Training	5	1	Athira, Asma
Soft Launch & Grand Opening	6	1	All Team Members

9.2 LiMatcha Project Gantt Chart

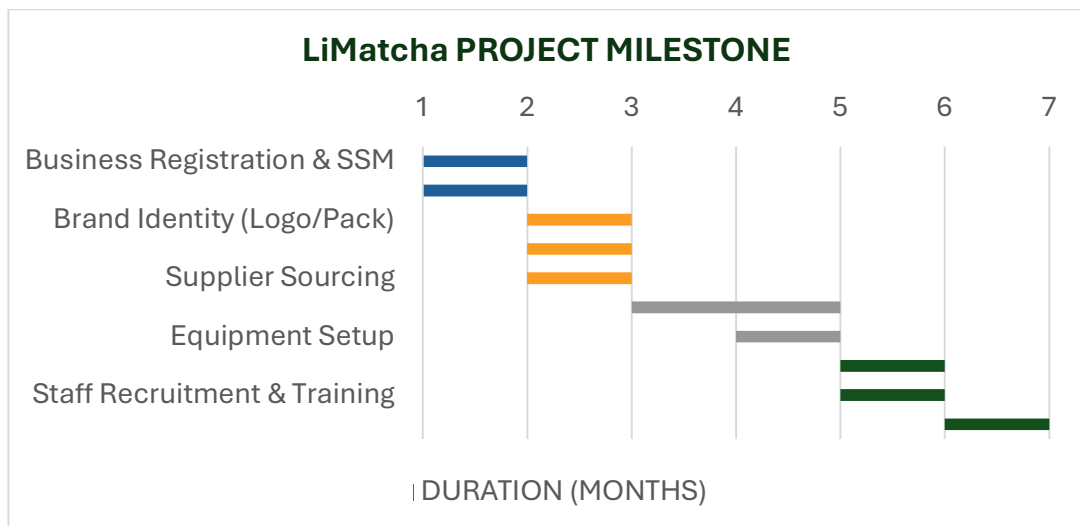


Figure 9.2.1: LiMatcha Project Gantt Chart
(Colours indicate different project phases)

10.0 CONCLUSION

In summary, the LiMatcha business plan demonstrates a strong and well-structured entrepreneurial idea that is very much in line with current consumer trends in Malaysia's food and beverage industry. The increasing demand for health-oriented, lifestyle-driven beverages, combined with the growing café culture among university students and young adults, creates a favorable environment for LiMatcha to operate and grow. LiMatcha's strategy of leveraging matcha drinks and desserts helps the company to successfully differentiate itself from coffee and bubble tea rivals in terms of product specialization, health positioning, and aesthetic branding.

LiMatcha's mission and vision statement forms a solid foundation for long-term sustainability and brand building. LiMatcha's focus on providing premium quality matcha products at affordable prices for students helps fill a major market gap, making high-quality matcha accessible for regular consumption. The availability of a variety of customizable drinks, along with matcha-themed desserts, enhances customer satisfaction and increases average spending per visit, while also supporting repeat purchases.

In addition, based on the market analysis, a good product-market fit is achieved by strategic location planning near academic institutions, effective use of digital marketing platforms, and engaging with food delivery services. The marketing and sales strategies of LiMatcha are designed towards achieving maximum brand awareness and customer loyalty through promotions and engaging activities. The strategies are effective in positioning LiMatcha as a key player in a competitive market filled with various beverages while also giving it a unique edge as a matcha café.

In terms of operations, LiMatcha is effective in its workflow planning, preparation methods, and capacity planning. The management team and partnership planning are effective in decision-making, which is crucial for business operations. The financial projections and capacity planning also show that the business has the potential to achieve steady revenue growth and operational stability.

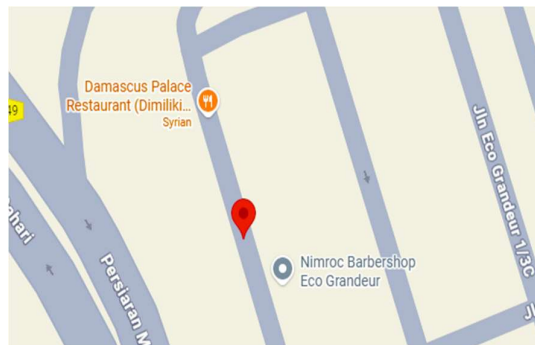
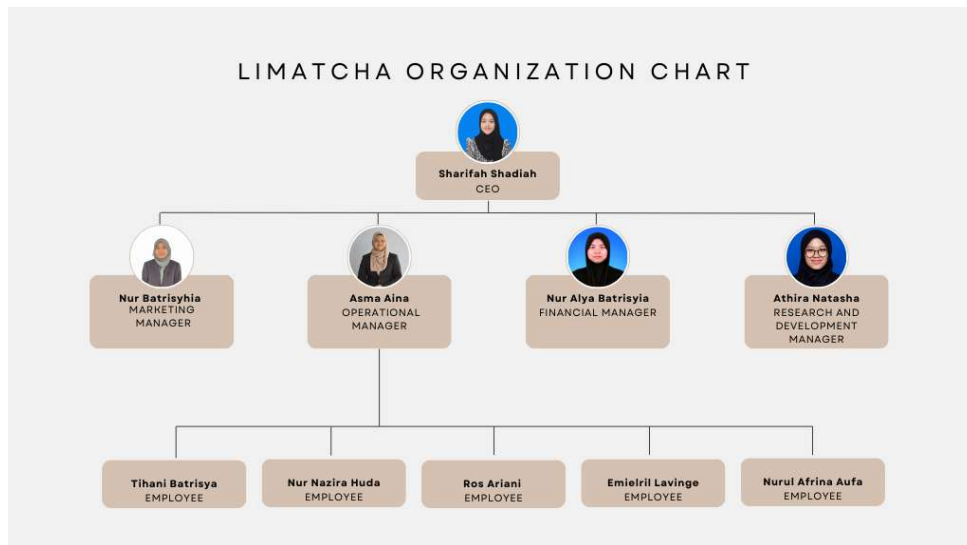
Overall, LiMatcha presents a feasible and promising business enterprise with a strong growth potential. By ensuring the quality of its products, responding to market trends, and increasing its brand awareness among students and young people, LiMatcha has tremendous prospects to achieve its goals and expand its presence in the Malaysian specialty beverage

industry. By continuing to innovate and execute its strategies, LiMatcha can successfully establish itself as a preferred matcha lifestyle brand in the upcoming years.

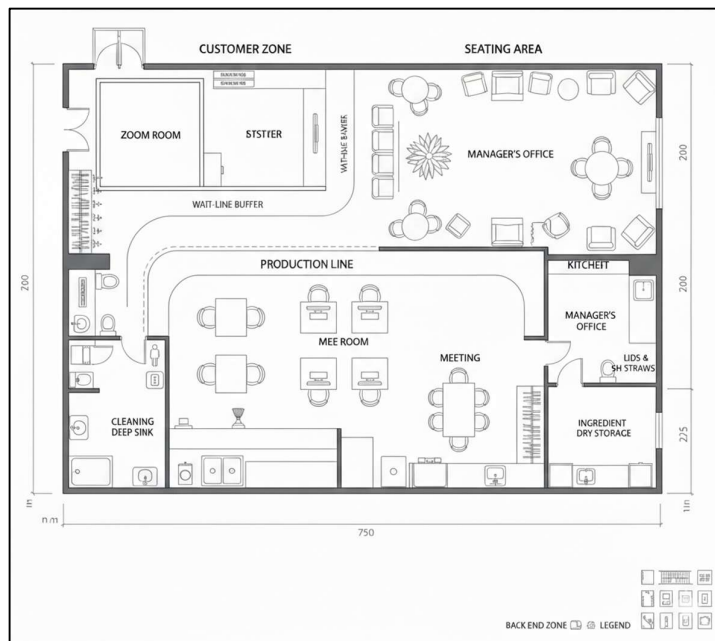
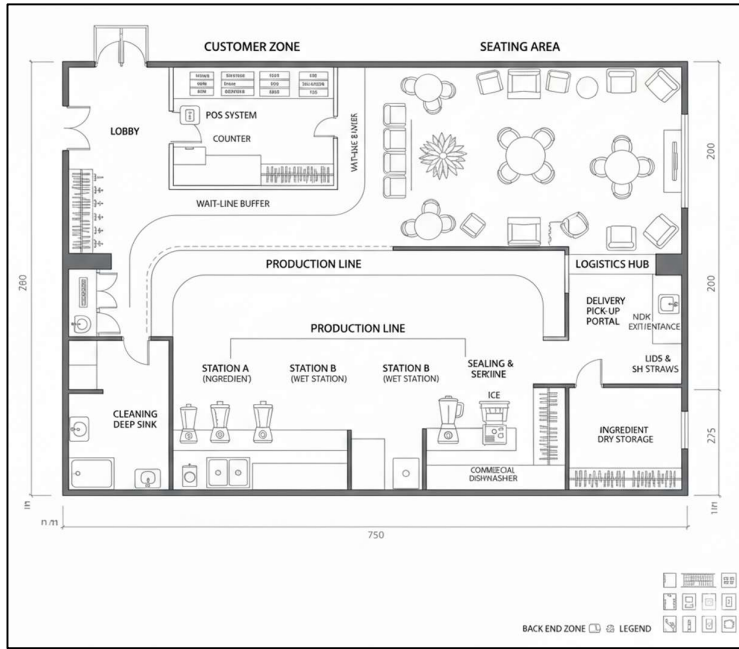
REFERENCES

- Companies Commission of Malaysia (SSM). (2026). *Guidelines for Incorporation of a Business Partnership*. <https://www.ssm.com.my>
- Credence Research. (2025). Malaysia bubble tea market size, share, growth analysis, and forecast. <https://www.credenceresearch.com/report/malaysia-bubble-tea-market>
- Department of Islamic Development Malaysia (JAKIM). (2026). *Halal Certification Procedure Manual (Domestic)*. <https://www.halal.gov.my>
- Go-Ecommerce MDEC. (2026). *Entrepreneurship Digital Toolkits and E-Business Certification*. <https://www.go-ecommerce.my>
- HojichaYa Teas Malaysia. (2025). *Wholesale Guide for Japanese Tea and Matcha Powder*. <https://hojichaya.com>
- Ministry of Health (KKM). (2026). *Food Hygiene Regulations 2009 and Food Handler's Training Guidelines*. <https://moh.gov.my>
- Statista. (2025). Café and beverage consumption trends among young adults in Malaysia. <https://www.statista.com/markets/418/topic/484/food-drink/>

APPENDICES







SHARIFAH SHADIAH

CHIEF EXECUTIVE OFFICER (CEO)

Shah Alam, Selangor | shadiah05@gmail.com | 018-292847



SUMMARY

Chief Executive Officer and co-founder of LIMatcha, a student-focused matcha beverage cafe specializing in premium yet affordable matcha drinks and desserts. Responsible for overseeing overall business strategy, daily operations, and partnership management. Skilled in leadership, strategic planning, decision-making, and brand development. Experienced in managing cross-functional teams and ensuring operational efficiency while maintaining strong customer satisfaction and brand identity.

TECHNICAL SKILLS

- Business Strategy & Planning
- Partnership & Stakeholder Management
- Financial Monitoring
- Leadership & Team Management
- Decision-Making & Problem Solving
- Customer Experience Management
- Operations Oversight
- Brand Development

PROFESSIONAL EXPERIENCE

Chief Executive Officer (CEO) | LIMatcha Jan 2025 - Present

- Lead overall business direction, vision, and strategic growth planning
- Coordinate management functions across marketing, operations, finance, and R&D
- Oversee daily cafe operations to ensure service efficiency and product consistency
- Manage partnerships with suppliers, delivery platforms, and external stakeholders
- Monitor business performance, sales growth, and operational costs
- Ensure compliance with food safety, halal, and business regulations

EDUCATION

Bachelor's Degree in Information Science Oct 2021 - Oct 2024

- Universiti Teknologi MARA (UiTM)
- Course: Principles of Entrepreneurship (ENT530)
- Strong foundation in management, leadership, and business planning

ADDITIONAL INFORMATION

- Languages:** English, Mandarin
- Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination
- Achievements:** Co-founder of LIMatcha, Led business planning, operations setup, and launch
- Strengths:** Leadership, adaptability, communication, teamwork

NUR BATRISYHIA

MARKETING MANAGER

Kuala Lumpur, Malaysia | batryhiah4@gmail.com | 018-794776



SUMMARY

Strategic Marketing Manager at LIMatcha with expertise in brand positioning and consumer engagement within the F&B industry. Proven ability to lead marketing initiatives, manage promotional budgets, and execute digital campaigns that drive store traffic and revenue growth.

TECHNICAL SKILLS

- Strategy Planning Campaign Management, Brand Positioning, Budgeting
- Social Media Content Strategy (TikTok/IG), Influencer Outreach, Meta Business Suite
- Analytics: Market Research, Sales Data Analysis, Customer Acquisition Cost (CAC)
- Tools: Canva, CapCut (Video Editing), Google Analytics

PROFESSIONAL EXPERIENCE

Marketing Manager | LIMatcha Jan 2025 - Present

- Planned and executed digital marketing campaigns to increase brand visibility
- Managed social media content and coordinated promotional activities
- Analyzed customer feedback and sales trends to support marketing decisions

Marketing Executive | Cremanant Jan 2021 - Dec 2024

- Assisted in marketing campaigns and promotional events
- Managed basic social media content and customer engagement
- Conducted simple market research and prepared marketing reports

EDUCATION

Bachelor of Information Science (Library Management) Oct 2021 - Oct 2024

- Universiti Teknologi MARA (UiTM)
- Major in Library and Information Management
- Final Year Project: "Information Organisation and User Behaviour in Digital Platforms"

Diploma in Library Management Aug 2018 - Aug 2021

- Universiti Teknologi MARA (UiTM)
- Studied information organisation, records management, and basic data handling

ADDITIONAL INFORMATION

- Languages:** English, Mandarin
- Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination
- Awards/Activities:** Project Leader for Group Marketing Campaign Assignment, Active member of University Marketing Club, Volunteer for university entrepreneurship events and bazaars

ASMA AINA

OPERATIONAL MANAGER

Kuantan, Pahang | asma2@gmail.com | 012-8674586



SUMMARY

Operational Manager of LIMatcha responsible for managing and overseeing the company's daily operations. Involves managing work schedules, task flows, and resource usage as well as maintaining the quality of products or services. Making sure that corporate rules, standard operating procedures (SOP), and safety standards are followed.

TECHNICAL SKILLS

- Operations Planning
- Compliance
- Data Analysis
- Workflow Management
- Inventory
- Resource Management
- Quality control

PROFESSIONAL EXPERIENCE

Operational Manager | LIMatcha Jan 2025 - Present

- Experience in managing daily operations and ensuring smooth workflow
- Skilled in monitoring staff performance and productivity
- Experience in implementing quality control and operational improvements
- Knowledge of inventory management and resource allocation
- Experience in ensuring compliance with company policies, SOPs, and safety regulations
- Ability to prepare reports and provide updates to top management

EDUCATION

Bachelor of Business Administration Oct 2021 - Oct 2024

- Universiti Teknologi MARA (UiTM)
- Major in finance, marketing, HR, and strategy

Diploma of Business Administration Jun 2018 - Jun 2021

- Universiti Teknologi MARA (UiTM)
- Managing an organization's resources, operations, and goals
- Planning, organizing, leading, and controlling an enterprise's people, finances, and processes

ADDITIONAL INFORMATION

- Languages:** English, Spanish, Mandarin
- Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination
- Awards/Activities:** Vice Charitro's Award recipient both diploma and degree.

NUR ALYA BATRISYIA

FINANCIAL MANAGER

Ipoh, Perak | nuralyabatrissyia@gmail.com | 019-5643472



SUMMARY

Financial Manager of LIMatcha responsible for organizing, managing and monitoring company's financial operations. Creating budgets, controlling costs, managing cash flow and ensuring financial resources are used effectively. Evaluates financial performance and creates financial reports to present financial status to upper management.

TECHNICAL SKILLS

- Financial Planning
- Cost Control Management
- Accessibility
- Budgeting
- Risk Management
- Forecasting
- Financial Analysis
- Data Analysis
- Financial Regulations

PROFESSIONAL EXPERIENCE

Financial Manager | LIMatcha Jan 2025 - Present

- Experience in financial planning, budgeting, and cost control
- Skilled in preparing and analyzing financial statements
- Experience in managing cash flow and monitoring expenses
- Knowledgeable in financial forecasting and performance analysis
- Experience in ensuring compliance with accounting standards and financial regulations
- Ability to identify financial risks and recommend solutions
- Experience in preparing financial reports for top management
- Strong decision-making support through financial analysis

EDUCATION

Bachelor of Finance Oct 2021 - Oct 2024

- University of Edinburgh, Scotland
- Major in financial management, analysis, and business strategy

Sijil Tinggi Persekolahan Malaysia (STPM) Jun 2019 - July 2021

- SMK St. Michael
- Graduated in Economic and Business Studies.

ADDITIONAL INFORMATION

- Languages:** English, Mandarin, French
- Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination

ATHIRA NATASHA

RESEARCH AND DEVELOPMENT MANAGER

Rembau, Negeri Sembilan | athiranat@gmail.com | 019-4538234



SUMMARY

Research and Development Manager and one of the founders of LIMatcha, a business that specializes in matcha-based drinks and desserts offering dine-in, takeaway, delivery, pre-orders and customized drinks options. Responsible in making major business decision. Skilled in many planning, branding and customer relationship building.

TECHNICAL SKILLS

- Product Research
- Project Planning
- Development, and Testing
- Quality Control
- Market Research
- Innovation
- Trend Analysis
- Problem-solving Skills

PROFESSIONAL EXPERIENCE

Research and Development Manager | LIMatcha Jan 2025 - Present

- Lead research and development projects to create new products or improve existing ones
- Conducted market research to identify trends and innovation opportunities
- Designed, tested, and evaluated prototypes for product development
- Coordinated with production, marketing, and operations teams for project implementation
- Managed and trained the R&D team to ensure project efficiency and quality
- Monitored project timelines, budgets, and compliance with quality standards
- Applied technological advancements, records management and industry knowledge to drive innovation

EDUCATION

Bachelor of Information Record Management Oct 2021 - Oct 2024

- Universiti Teknologi MARA (UiTM)
- Major in Record Management
- Thesis on "Technological Advancements within the current Mechatronics Industry"

Diploma of Record Management Aug 2018 - Aug 2021

- Universiti Teknologi MARA (UiTM)
- Studied information organization and record management

ADDITIONAL INFORMATION

- Languages:** English
- Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination

ROS ARIANI

HEAD CHEF

Shah Alam, Selangor | rosariani5@gmail.com | 012-2905275



SUMMARY

Head Chef at LIMatcha, in charge of supervising kitchen operations and ensuring food presentation meets requirement for hygiene, flavor and quality. Creates meals, managing kitchen crew and ingredients usage also make sure food safety regulations are followed.

TECHNICAL SKILLS

- Menu Planning
- Cooking Techniques
- Knowledge of Culinary Trends
- Recipe Development
- Kitchen Management
- Time Management
- Food Preparation
- Presentation of Dishes

PROFESSIONAL EXPERIENCE

Head Chef | LIMatcha Jan 2025 - Present

- Lead kitchen operations and supervised culinary staff
- Planned menus and developed new recipes for customer satisfaction
- Ensured food quality, presentation, and consistency
- Managed inventory, food costs, and kitchen resources efficiently
- Maintained strict food safety, hygiene, and sanitation standards
- Trained and mentored junior kitchen staff
- Coordinated with management for smooth kitchen and restaurant operations

EDUCATION

Bachelor of Culinary Arts Oct 2021 - Oct 2024

- Sunway University
- Cooking techniques, kitchen management, food safety, pastry & baking

Diploma of Culinary Arts Aug 2018 - Aug 2021

- Sunway University
- Cooking techniques, kitchen management, food safety, pastry & baking

ADDITIONAL INFORMATION

- Languages:** English, French, Mandarin
- Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination

TIHANI BATRISYA

BAKER

Rembau, Negeri Sembilan | tihanib@gmail.com | 012-9803421



SUMMARY

Over 5 years experienced as a baker, responsible for preparing and baking pastries, desserts and other baked goods according to established recipes and quality standards. Measuring ingredients accurately, using baking tools and making sure products are fresh and well-presented.

TECHNICAL SKILLS

- Baking Techniques
- Quality Control
- Operating Ovens
- Time Management
- Measuring Ingredients Accurately
- Ingredient Management

PROFESSIONAL EXPERIENCE

Baker | LIMatcha Jan 2025 - Present

- Prepared and baked bread, pastries, and other baked goods according to recipes
- Ensured consistency and quality of all baked products
- Operated and maintained baking equipment and ovens
- Maintained cleanliness, hygiene, and food safety standards in the kitchen
- Managed ingredient inventory and daily baking schedules
- Assisted in developing new recipes and menu items
- Collaborated with kitchen staff to ensure smooth workflow

EDUCATION

Diploma in Culinary Arts Aug 2016 - Aug 2019

- Universiti Teknologi MARA (UiTM)
- Major in Culinary, Pastry and Baking

Sijil Pelajaran Malaysia (SPM) Jun 2012 - Jun 2016

- SMK Undang Rembau
- Passed with credits in Mathematics, Bahasa Melayu and Sejarah.

ADDITIONAL INFORMATION

- Languages:** English
- Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination

NUR NAZIRA HUDA

BARISTA

Puncak Alam, Selangor | nazirahuda@gmail.com | 012-9034531



SUMMARY

Barista at LIMatcha with 3 years experience in charge of making and serving drinks according to quality standards and established recipes. Running machines and other equipment, keeping workstation hygienic and tidy. Skilled in handling customer orders and payments

TECHNICAL SKILLS

- Brewing Techniques
- Operating Machines
- Handling Cash
- Preparing Beverages
- Communication Skills
- Maintaining Cleanliness
- Basic Inventory Management

PROFESSIONAL EXPERIENCE

Barista | LIMatcha Jan 2025 - Present

- Prepared and served coffee and other beverages to customers
- Operated coffee machines and maintained equipment
- Ensured drink quality and presentation met cafe standards
- Maintained a clean and organized workspace following hygiene rules
- Managed customer orders, payments, and handled inquiries
- Monitored stock levels and replenished ingredients as needed
- Provided excellent customer service to ensure customer satisfaction

EDUCATION

Diploma in Culinary Arts Aug 2016 - Aug 2019

- Universiti Teknologi MARA (UiTM)
- Major in Culinary, Pastry and Baking

Sijil Pelajaran Malaysia (SPM) Jun 2012 - Jun 2016

- SMK Puncak Alam
- Passed with credits in Mathematics, Bahasa Melayu and Sejarah.

ADDITIONAL INFORMATION

- Languages:** English
- Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination

EMIELRIL LAVINGE

KITCHEN CREW

Puncak Alam, Selangor | emielrilinge@gmail.com | 019-3214532



SUMMARY

Hardworking and reliable kitchen crew member with hands-on experience in food preparation. Skilled in maintaining cleanliness, assisting in fast-paced cooking environments and ensuring food safety standards. Proven ability to support daily kitchen tasks efficiently, with previous experience at both local eateries and fast-food chains. Committed to teamwork, punctuality, and delivering consistent service in every shift.

TECHNICAL SKILLS

- Basic Food Preparation
- Handling Kitchen Equipment
- Cleaning Kitchen Areas
- Basic Stock Handling
- Basic Cooking Techniques
- Basic Food Quality Control

PROFESSIONAL EXPERIENCE

Kitchen Crew | LiMatcha Jun 2025 - Present

- Assisted chefs in daily food preparation and kitchen operations
- Prepared ingredients according to recipes and SOP standards
- Maintained cleanliness and hygiene of kitchen areas and equipment
- Followed food safety regulations and proper food handling procedures
- Supported stock arrangement and basic inventory control

Kitchen Crew | Texas Chicken Feb 2021 - Dec 2024

- Food preparation
- Teamwork
- Following recipes and procedures
- Working under pressure

EDUCATION

Sijil Tinggi Persekolahan Malaysia (STPM) Aug 2019 - Oct 2020
 King's Tingkalan Enam Shah Alam
 • Major in Bahasa Melayu and Visual Arts.

Sijil Pelajaran Malaysia May 2015 - Jun 2019
 SMK Puncak Alam
 • Completed SPM with 1A3B2D1E

ADDITIONAL INFORMATION

- **Languages:** English
- **Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination.

NURUL AFRINA AUFA

CAFE CREW

Sungai Buloh, Selangor | afinufuf67@gmail.com | 012-8348512



SUMMARY

Energetic kitchen team member with over 2 years of experience in food prep and kitchen support roles. Skilled in basic cooking, cleaning routines, stock handling, and customer service support. Committed to food hygiene and ready to assist in maintaining fast and quality service.

TECHNICAL SKILLS

- Take Customer Orders
- Basic Food Preparation
- Operating POS
- Handling Payments
- Basic Beverage Preparation
- Maintain Cleanliness
- Customer Service

PROFESSIONAL EXPERIENCE

Instant Chartz App, Marcelle Program Jan 2025 - Present

- Good customer service
- Friendly and polite communication
- Ability to work in a team
- Time management and multitasking
- Basic barista and drink-making skills
- Ability to take orders correctly
- Cash handling and POS system use
- Cleanliness and hygiene awareness
- Problem-solving skills
- Positive attitude and willingness to learn

EDUCATION

Diploma of Accountancy Aug 2022 - Oct 2024
 Universiti Teknologi MARA (UiTM)
 • Major in financial accounting, cost and management accounting, taxation and auditing.

Sijil Pelajaran Malaysia (SPM) May 2017 - Jun 2021
 SMK Sekajeny 7, Shah Alam
 • Completed with 4A2B3C

ADDITIONAL INFORMATION

- **Languages:** English.
- **Certifications:** Food Handling Certificate (KKM), Typhoid Vaccination.

