CLOUD NINE CAFE

Faculty	**:** BACHELOR OF INFORMATION SCIENCE (HONOURS) INFORMATION SYSTEMS MANAGEMENT
Group	: CDIM3ST1
Course	**:** PRINCIPLES OF ENTREPRENEURSHIP
Course Code	**:** ENT 530
Semester	**:** SEMESTER 3
Group Name	**:** CLOUD NINE CAFE
Group Members	1. MUHAMMAD ADAM HAKIM BIN AZMAN (2024205122) 2.MUHAMMAD FAIZ TAJUDDIN BIN BAHRI (20242994265) 3. MEGAT MUHAMMAD ANIQ BIN MOHD FUAD (2024419614) 4.MUHAMMAD AIMAN ADHA BIN SHAHRIMAN (2024237648) 5. MUHAMMAD IKHWAN BIN ABDUL RAZAK (2024427234) 6. MUHAMMAD ALIFF BIN MOHAMAD JAMAL (2024672236)

Submitted to: Raslan bin Nordin

Submission Date: 23 January 2026

TABLE OF CONTENTS

EXECUTIVE SUMMARY

Cloud Nine Cafe is an innovative internet café and esports lounge strategically situated in an urban area frequented by college students and local residents. This establishment is thoughtfully designed to cater to two primary customer segments: competitive gamers in pursuit of top-tier gaming hardware and students or freelancers in need of a dependable workspace. Featuring a 30-PC gaming arena complemented by a cozy lounge area that serves a selection of food and beverages, Cloud Nine Cafe aspires to be a vibrant social hub for the local digital community. The café's mission revolves around creating a digital sanctuary where cutting-edge technology intersects with community engagement, empowering both gamers to excel in competition and creators to thrive in a stimulating environment. Services offered include high-spec station rentals, where customers can access PCs equipped with the latest GPUs and high-refresh-rate monitors; a thoughtfully curated menu of “gamer-friendly” snacks, energy drinks, and premium coffee to keep patrons energized during extended sessions; and event hosting for monthly esports tournaments and major gaming event watch parties. Cloud Nine Cafe stands out through its competitive advantages, such as offering superior hardware essential for modern competitive games. It also emphasizes hygiene and comfort, featuring ergonomic chairs, regular sanitization of equipment, and a contemporary, well-ventilated aesthetic, thereby steering clear of the outdated “dark and dirty” image associated with traditional cafes. Furthermore, the café actively fosters community engagement through organized tournaments and a loyalty membership app, setting itself apart from competitors that merely focus on time rentals. In terms of financial projections, Cloud Nine Cafe anticipates a steady growth trajectory over its initial three years. Year 1 will focus on customer acquisition and brand establishment, with projected revenues of RM 350,000, although a net loss is expected due to initial setup costs. By Year 2, the café anticipates reaching its break-even point by Month 18, projecting revenues of RM 480,000 and achieving a net profit margin of 15%. In Year 3, with an expansion of services, revenues are projected to reach RM 600,000, with profit margins increasing to between 20-25%.To successfully launch, Cloud Nine Cafe seeks an initial investment ranging from RM 150,000 to RM 250,000, which will be allocated primarily for renovations, hardware procurement (including 20 PCs and peripherals), and necessary licensing fees. The intended use of funds includes 60% for hardware and equipment, 20% for renovation and furniture, and 20% for working capital. Investors can expect a full return on their investment by the conclusion of Year 3, along with projected annual dividend payments commencing in Year 2.

1.0 BUSINESS PROFILE

1.1 Details of Company Name, Logo, and Vision

1.1.1 Company Name

We chose the name Cloud Nine Cafe as its synonym to the core values and identity of our business. The phrase “Cloud Nine” is according to the common idiom used in english writing. As the meaning of a feeling of well-being or elation, that’s our objective on creating this cyber cafe. When users come to our cafe, not only do they finish their work, but their wellbeing's guaranteed to their satisfaction.

1.1.2 Company Logo

Figure 1: Cloud Nine Cafe’s Logo

Logo Description: "The Cloud Nine Cafe logo features a modern, minimalist line-art illustration of a coffee cup, where the rising steam seamlessly transforms into a stylized Wi-Fi signal. The design utilizes a dual-tone color palette which is warm ochre/burnt orange representing the comfort of a premium cafe environment, and bright teal representing high-speed digital connectivity. This visual metaphor perfectly encapsulates the company's hybrid identity as both a relaxing social lounge and a high-performance internet hub.

Cloud nine cafe logo of C9C is the best to symbolize Cloud nine cafe as it is all about high performance gaming and connection with its community. The clear differentiation in color of the number 9 symbol is used to reflect the central location of gamers and freelancers, and as such, the cafe aims at offering a high-quality environment. Generally, the minimal and effective design is anticipated to agree with the vision of the cafe of integrating technology and a social vibrant environment, which appeals to its target market.

1.1.3 Background Business

Cloud Nine Cafe was founded in **January 2026** by our group and the core management team. The concept was born out of a realization that the local market lacked a high-quality, hygiene-focused facility that could cater to both serious competitive gamers, university students and remote workers.

Progress to Date:

i. **Phase 1 (Completed):** Market research and feasibility study conducted in Q4 2025.
ii. **Phase 2 (Current Status):** The business is currently in the pre-launch phase. We have secured a letter of intent for a commercial shop lot in college/residential area urban area and are finalizing the procurement list for hardware.
iii. **Next Steps:** Renovation is scheduled to begin in February 2026, with a grand opening targeted for November 2026.

1.1.4 Business Mission and Vision

Mission Statement:

"To provide the ultimate digital sanctuary where high-performance technology meets community connection, empowering gamers to compete and creators to innovate in a comfortable, premium environment."

Vision Statement:

“To bridge the gap between work and play by offering a premium, hygiene-focused environment where high-speed connectivity and great service come standard whether you are grinding a rank or finishing an assignment.”

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

No.	Product/Service Name	Description
1.	High-Spec Station Rentals	Hourly or membership-based rental of PCs equipped with the latest GPUs (e.g. RTX5060) and 144Hz monitors.
2.	F&B Services	A curated menu of "gamer-friendly" handheld snacks, energy drinks, and premium coffee to keep customers fueled during long sessions.
3.	Event Hosting	Monthly community e-sports tournaments and "Watch Parties" for major global gaming events such as Olympics E-Sport, M World Series.

Table 1: List of Services by Cloud Nine Cafe

1.3 Legal Structure, Ownership Details and Organization Chart

The company is registered as a **Private Limited Company (Sdn. Bhd.)** under the Companies Commission of Malaysia (SSM).

This structure was chosen to separate the personal assets of the shareholders from the liabilities of the business. Given the high capital investment required for computer hardware and renovation, a "Sendirian Berhad" structure provides the necessary legal protection and credibility when dealing with banks and suppliers.

The business is supported by efficient internal staff including a General Manager, Operations Supervisor, Finance and Administration Officer, Marketing and Community Executive, Technical Support Executive and a Customer Service Assistant staff the business. Such a small team formation will allow the cyber cafe to have good control internally, run the daily operations smoothly, and provide quality technical and customer care and foster efficiency and cooperation.

1.3.1 Ownership Details and Organization Chart

No.	Partner Name	Position	Key Role

1.	 **MUHAMMAD ADAM HAKIM BIN AZMAN**	General Manager	Oversees overall business operations, strategic planning, and decision-making to ensure the Cloud Nine Cafe operates efficiently and achieves its business objectives.
2.	 **MUHAMMAD FAIZ TAJUDDIN BIN BAHRI**	Operations Supervisor	Manages daily café operations, staff scheduling, equipment usage, and ensures compliance with operational procedures and service standards.
3.	 **MEGAT MUHAMMAD ANIQ BIN MOHD FUAD**	Technical Support Executive	Maintains computer systems, network infrastructure, software updates, and provides technical assistance to ensure minimal downtime and smooth user experience.
4.	 **MUHAMMAD ALIFF BIN MOHAMAD JAMAL**	Marketing and Community Executive	Responsible for promoting the cyber café through digital marketing, social media engagement, customer loyalty programs, and community outreach activities.
5.		Finance and Administration Officer	Handles financial records, budgeting, cash flow monitoring, and administrative tasks to ensure accurate financial

	MUHAMMAD AIMAN ADHA BIN SHAHRIMAN		control and documentation.
6.	 **MUHAMMAD IKHWAN BIN ABDUL RAZAK**	Customer Service Assistant	Assists customers with account setup, payments, bookings, and general inquiries while ensuring a friendly and welcoming environment.

Table 2: Ownership Details and Key Role

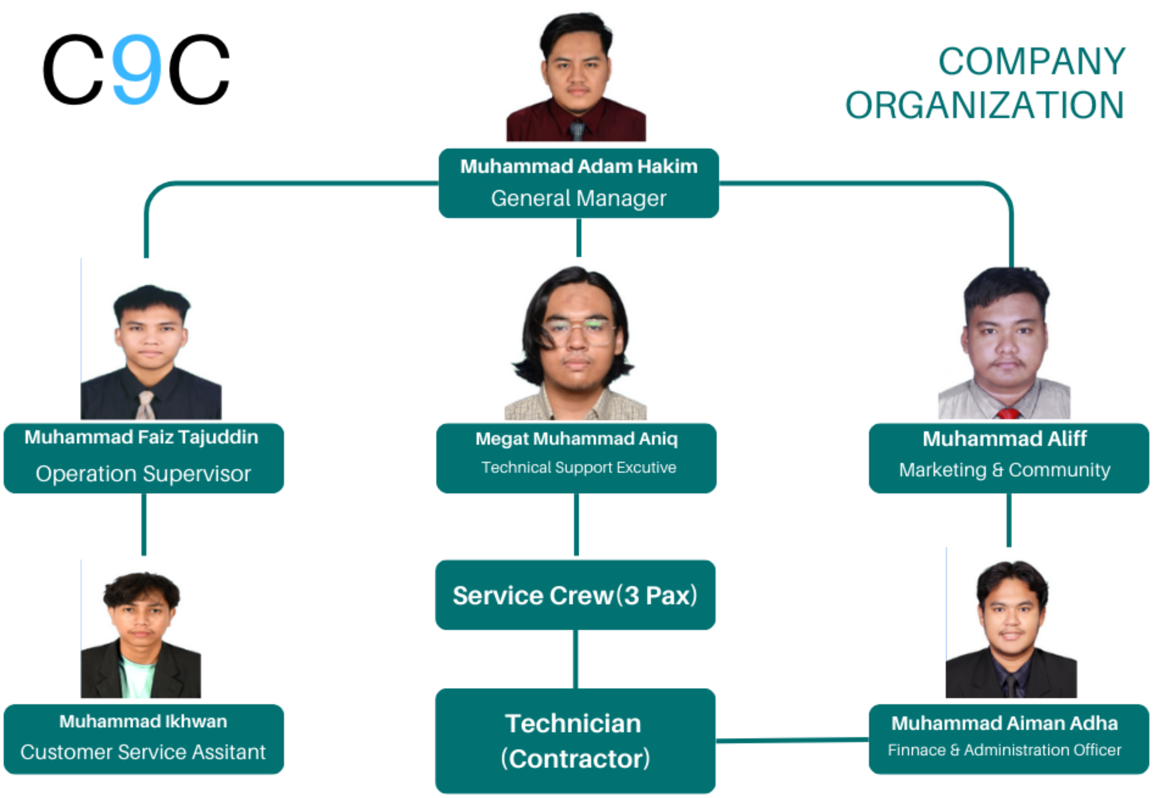


Figure 2: Organizational Chart for Cloud Nine Cafe

1.4 Key Partnerships & Management

The management team structure for Cloud Nine Cafe is well-balanced for a small to medium-sized cyber cafe operation. It covers all critical functional areas:

- **Strategic Leadership (General Manager):** Muhammad Adam Hakim provides the overall direction, ensuring the business meets its objectives and coordinating between different departments. This is crucial for big-picture planning and conflict resolution.
- **Operational Core (Operations Supervisor):** Muhammad Faiz Tajuddin is the heartbeat of the daily running of the cafe. By managing schedules, staff, and equipment procedures, he ensures consistency in service delivery.
- **Technical Backbone (Technical Support Executive):** For a cyber cafe, IT infrastructure is the product. Megat Muhammad Aniq ensures minimal downtime, maintains the network, and manages software updates, which is vital for customer satisfaction.
- **Growth Engine (Marketing & Community Executive):** Muhammad Aliff is responsible for driving foot traffic and retaining customers through digital marketing, social media, and community events, ensuring revenue growth.
- **Financial Stewardship (Finance & Admin Officer):** Muhammad Aiman Adha manages the cash flow, budgeting, and record-keeping. This role is essential for maintaining profitability and ensuring regulatory compliance.
- **Front-line Experience (Customer Service Assistant & Service Crew):** Muhammad Ikhwan (as a partner assistant) and the Service Crew are the face of the business. They directly influence customer experience, ensuring a welcoming environment and handling immediate needs.

Key Strategic Partnerships: To ensure operational success, Cloud Nine Cafe has established relationships with the following partners:

1. **Internet Service Provider (ISP):** We have partnered with Unifi to provide a dedicated 1Gbps leased line, ensuring low-latency connections are critical for gaming.

2. **Hardware Vendor:** A supply agreement with local PC shop, Illegear Malaysia for the procurement and quarterly maintenance of 20 high-spec gaming PCs.

3. **F&B Supplier:** Partnership with Nestle, Jack 'n Jill and Munchy's to supply coffee and beverage machines for the cafe section.

4. **Game Publishers:** Commercial licensing agreements with Steam, Epic Games and Riot Games to ensure all games are legally licensed for public use.

2.0 INDUSTRY ANALYSIS

2.1 Industry Overview, Size & Growth

The cyber cafe industry in Malaysia has evolved from simple internet access points into sophisticated "Digital Lifestyle Hubs." We are operating within the broader Malaysian Esports & Gaming Market, which was valued at approximately RM 1.6 billion (USD 340 million) in 2025.

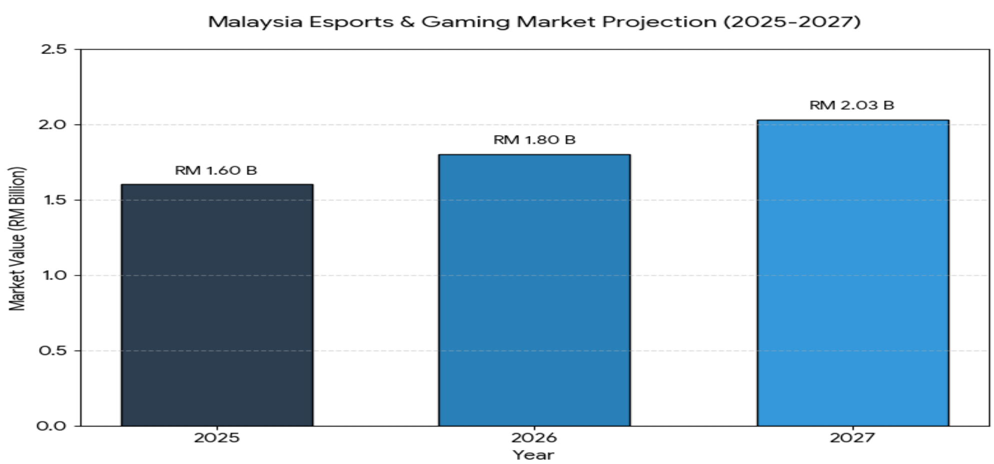


Figure 3: Industry Overview, Size & Growth

Unlike traditional internet cafes which have seen a decline, the market for "Esports Hubs" and "Hybrid Cafes" is growing. The industry is projected to grow at a Compound Annual Growth Rate (CAGR) of **12.6%** through 2032. This growth is driven by the rising popularity of competitive gaming and the increasing need for third-party spaces where students can collaborate.

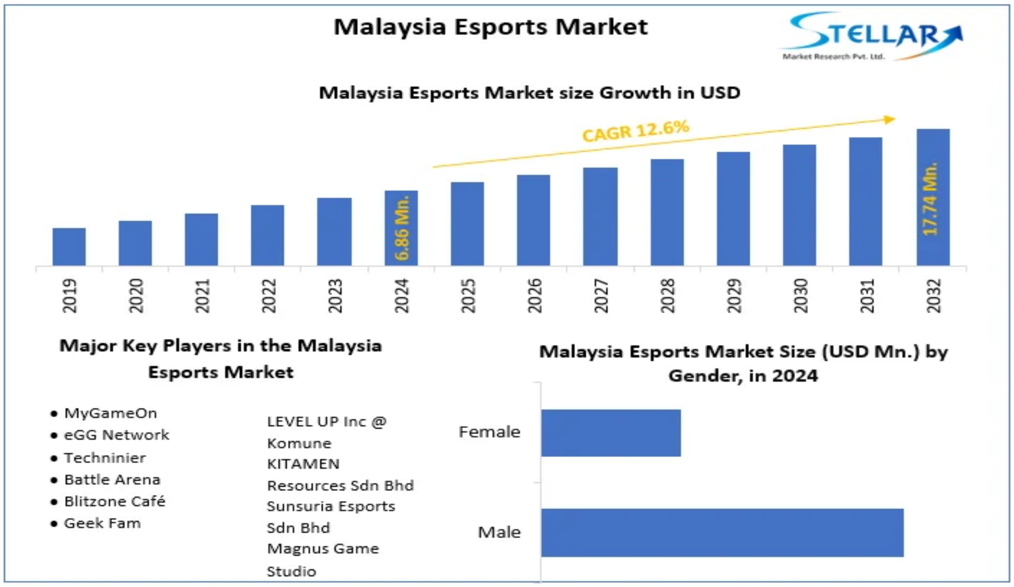


Figure 4: Malaysia Esports Market

2.2 Market Trends (PEST Analysis)

- **Economic:** The "Experience Economy" is trending. Customers are no longer willing to pay just for internet access, they are paying for the *premium experience* high-end RTX 50-series graphics cards that are too expensive for the average individual to own personally.

- **Political/Regulatory:** The Malaysian government actively supports this sector through the *National Esports Blueprint*, which allocates budgets (over RM 50 million) for youth development in digital sports. However, regulations remain strict; cyber cafes must strictly adhere to local council (PBT) by-laws, such as operating only on ground floors and maintaining strict anti-gambling protocols.

- **Social:** There is a massive shift toward "Hybrid Spaces." Students are increasingly using gaming cafes not just to play, but as high-performance study hubs. Furthermore, mobile gaming like Mobile Legends and E-Football dominates Malaysia, modern cafes must provide comfortable lounge areas with strong Wi-Fi for mobile gamers, not just PC stations.

- **Technological:** "Cloud Gaming" and 5G are emerging, but high-latency issues still make physical LAN connections superior for competitive gaming, ensuring the continued relevance of physical cyber cafes.

2.3 Key Success Factors (KSF)

To succeed in this competitive landscape, Cloud Nine Cafe focuses on three critical factors:

- **Community & Socialization:** Successful modern cafes act as "Third Places". Hosting viewing parties for major tournaments and monthly local events is essential to retain customers.

- **Premium Environment:** The "dark and dirty" cyber cafe is obsolete. The modern consumer demands ergonomic furniture (e.g., gaming chairs), air-conditioned comfort, and high hygiene standards.

- **Diversified Revenue Streams:** Relying solely on PC rental fees (RM 3-5/hour) is risky due to low margins. Profitability depends on high-margin Food & Beverage (F&B) sales, making the "Cafe" part of the business just as important as the "Cyber" part.

2.4 Long-Term Prospects

We believe the long-term prospects for the industry are positive and resilient. While personal computer ownership is high, the exorbitant cost of top-tier hardware (GPUs) ensures there is always a market for rental-based high-performance gaming. Furthermore, as esports become a recognized medal event in major sports tournaments, the cultural acceptance of gaming cafes as legitimate recreational venues will continue to solidify.

3.0 PRODUCT OR SERVICE DESCRIPTION

3.1 Opportunity

Cloud Nine Cafe offers a hybrid product–service concept that combines a high-performance internet café with a modern café-style social and study space. The business is designed to address a clear gap in the local market where existing cyber cafés focus mainly on low-cost access, often neglecting comfort, hygiene, and performance. By integrating premium gaming hardware, high-speed internet connectivity, and food and beverage services, Cloud Nine Cafe positions itself as a digital lifestyle hub catering to competitive gamers, university students, and freelancers who require reliable, high-quality facilities in a comfortable environment

3.2 Details of Product and Service

The core service offered by Cloud Nine Cafe is high-spec PC station rentals, available on an hourly or membership basis. Each station is equipped with modern gaming hardware, including Nvidia RTX 5060 GPUs, high-refresh-rate 144Hz monitors, ergonomic TTRacing gaming chairs, and a low-latency 1Gbps fiber internet connection. These features ensure smooth gameplay and high productivity for both gaming and academic work. Pricing is structured using a value-based model, with walk-in customers charged approximately RM4 per hour, while registered members enjoy a discounted rate of RM3 per hour, encouraging repeat usage and customer loyalty

In addition to PC rentals, Cloud Nine Cafe provides food and beverage services featuring gamer-friendly snacks, energy drinks, and premium coffee. This service complements long gaming or study sessions and contributes to higher-margin revenue streams. The café also offers event-hosting services, including monthly local esports tournaments and live “watch parties” for major international gaming events, which enhance customer engagement and strengthen the café’s community-focused identity. Together, these services form a complete service ecosystem rather than a single standalone product

3.3 Product Fit in the Market

Cloud Nine Cafe is positioned in the **high-end and competitive segment** of the market rather than as a low-cost alternative. Unlike traditional cyber cafés that compete primarily on price, Cloud Nine Cafe differentiates itself through superior hardware specifications, hygiene standards, and overall user experience. The business targets customers who are willing to pay a slightly higher price in exchange for premium performance, comfort, and a modern atmosphere. This positioning aligns well with current market trends where customers increasingly value experience and quality over basic access alone

4.0 MARKET ANALYSIS AND STRATEGY

Data collection method used in this business plan is, the data was collected through Primary Research (the online surveys sent to the students of the local university and the field observation carried out on the local competitors and Secondary Research, the analysis of industry reports on the tendencies on the local gaming and e-sports market.

Marketing Objectives, first to gain market share of 10% in the local district by the end of Year 1. Second, to develop a base of 500+ active members consisting of a tiered membership program. Lastly, to keep average occupancy of PCs at 65 days per week on weekdays and 85 days per week on weekends.

As for market segmentation, for target market, we are targeting Gen z and Millennials (age 15-35), competitive e-sports player, and students who do not have high-end hardware. Market size, the total number of residents in the market who fall within a 5KM radius is about 20,000 and there are two colleges. For market share, our company will focus on a specialized market segments of consumers who prefer high-performance hardware to browsing on a budget.

4.1 Competitor Analysis

Competitors	Strengths	Weakness
The Grind Gaming Hub	High-end RTX 40-series GPUs; established community	Expensive hourly rates; poor ventilation/smell.
Local Library/Uni Lab	Free or very low cost; quiet environment.	Restricted software; weak hardware; no gaming allowed.
Mobile/Home Gaming	Zero travel cost; convenience	High ping/latency; lack of social "LAN party" atmosphere.

Table 3: Competitor of Cloud Nine Cafe

4.1.1 SWOT Analysis

- Strengths: newest hardware (Nvidia RTX 5060), comfortable seats, fiber (1Gbps).
- Weakness: Hardware initial capital expenditure (CPAEX) is high; electricity costs are high.

- Local e-sports tournaments; collaboration with energy drinks brands.
- Threats: hardware is becoming obsolete too quickly; electricity prices are going up; game regulation.

3 Year Sales Forecast

Service	Market Share and Sales		
Year	1	2	3
Market share (%)	5%	8%	10%
Total Sales (Hours)	12,000 hours	18,000 hours	24,000 hours
Total sales in RM	RM 48,000	RM72,000	RM96,000

Table 4: 3 Years Sales Forecast

4.2 MARKET STRATEGY

Our marketing policy is focused on a general 4Ps strategy that is created a local presence that is dominant. The product offering goes beyond fundamental access to the internet by offering ultra-fast gaming hardware, dedicated streaming cabins, and a snack bar of gamers. As a competitive strategy, our price structure is based on a value, value model where walk-ins are charged RM 4/hour with loyalty being encouraged by charging RM3/hour to the members and RM25 to the Might Owl overnight packages. The high-visibility social platforms, such as TikTok and Instagram, will be used to demonstrate high-FPS gameplay, which will be backed by referral bonuses and community-building activities such as the community-building events, such as opening Day tournaments. This is pegged on a Distribution strategy that locates the café in a physical location that is not only busy in terms of traffic but is also close to student quarters and transportation centers.

In order to transform this market presence into revenue we will implement a membership Loop selling strategy. This will start with a low-cost entry barrier of a First hour trial to increase the conversion step in which customers will be given the option of a RM10 membership card with 3 free hours to ensure a repeat visit. At the terminal, we charge more with the Upselling process as we can send automatic pop-up notification when customers can order snacks directly to their desks with the help of e-wallet. Lastly, the concept of Retention is ensured in the long-term perspective, with weekly leaderboards of titles, such as Valorant and Dota 2, giving the winning players a store credit, so that the café would become an integral part of their social and gaming experience.

4.3 COMPETITOR

By offering worldwide internet access, gaming systems, and study areas, Cloud Nine Cafe competes against many other businesses that also offer these services to their customers. Through understanding the strengths and weaknesses of its competitors provides Cloud Nine Cafe with an opportunity to create a competitive advantage by positioning itself uniquely, developing strategies that will attract and retain both existing and new customers. Identifying direct competitors versus indirect competitors will help Cloud Nine Cafe in determining how best to position itself to take advantage of the identified opportunities.

4.3.1 COMPETITOR ANALYSIS (STRENGHT AND WEAKNESS)

NO	COMPETITOR	STRENGHT	WEAKNESS
1	ORANGE ESPORT CAFE	**Brand Recognition:** As one of Malaysia's largest cyber cafe chains, it has high trust and brand recall among gamers. **Competitive Pricing**: Offers very low member rates (approx. RM2.00-RM3.00/hour) which appeals to budget-conscious students. **Hardware Availability**: Large capacity (often 50+PCs) ensures seats are usually available during peak hours.	**Inconsistent Maintenance:** Customer revies frequently cite issue with dusty peripherals (keyboard/mice) and varying PC performance across different branches. **Environment**: Often describes as noisy, crowded and smoky, lacking the “lifestyle” or premium cafe comfort that Cloud Nine aim to provide. **Service**: Service quality is often “self-service” focused wth minimal staff interaction or hospitality.
2	BATTLE ARENA	**High-end Speciation's:** Equip with top tier GPU and 240HZ monitors suitable for professionals training. **Event Facilities:** Features a dedicated stage, caster rooms, and VIP pods, making it the go-to spot for major tournaments. **Ambience:** Clean, futuristic, and smoke-free environment.	**Pricing:** High hourly rates (Rm 5.00- Rm 10.00) create a barrier to entry for the average student for daily usage. **Location**: Being inside a shopping mall mean it adheres to mall operating hours **Distance**: It is outside the immediate Shah Alam “student hub”, making it less convenient for important gaming sessions.

3	**BLTZONE ESPORTS HUB**	**24 hours Operations:** caters to "night owl" gamers and students pulling all-nighters **Game library:** Known for having vast library of pre-installed games including MMORPG popular with dedicated grinders.	**Aesthetic :** Focused purely on utility rather than comfort **Food and beverage:** F&B offering are typically limited to instant noodles and canned drinks

Table 5: Competitor Analysis (Strength and Weakness)

4.3.2 COMPETITOR ENSTIMATE MARKET SHARE

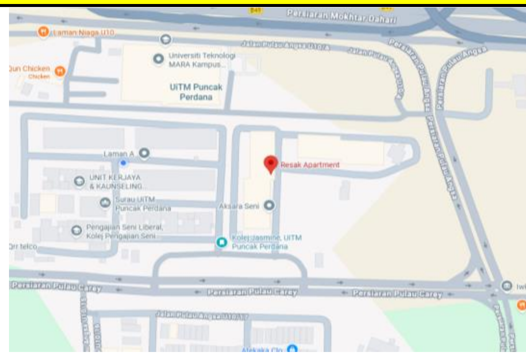
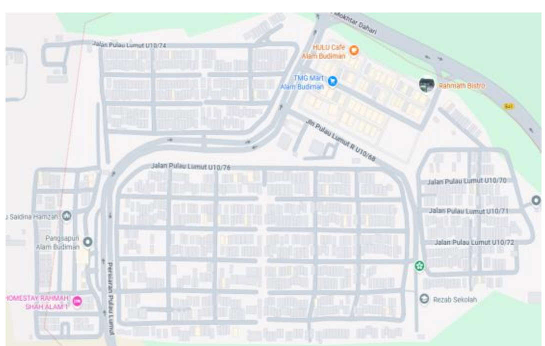
NO	COMPETITOR	EST. MARKET SHARE	Rationale
1	Orange Esports	**45%**	Dominant due to multiple locations and low pricing strategy.
2	Battle Arena	**25%**	Holds the "Elite" segment but limited by single location and high price.
3	Blitzone,	**30%**	Captures the overflow crowd and hardcore overnight gamers.

Table 6: Competitor Analysis (Strength and Weakness)

5.0 OPERATIONS PLAN

5.1 Development

Cloud Nine Cafe has already done its first phase of planning as it has already identified an appropriate business idea based on combining high-speed internet services and cafe type comfort. The market research was carried out to determine the customer needs including; fast internet, gaming facilities, printing services, and comfortable study or work environment.

LOCATION	MAP	WHY LOCATION IS IDEAL
Resak Apartment	 **Figure 5**: Location of Resak Apartment	Focused on student and staff of UITM Puncak Perdana and also resident of the apartment. With this, its not only near with the target audience its also allowed to personalized service and make a less competition.
Alam Budiman	 **Figure 6**: Location of Alam Budiman	Moderate population, especially students and residents near Alam Budiman. Focus markets can lead to customer loyalty.

<table>
<tr>
<td>Setia Alam</td>
<td>

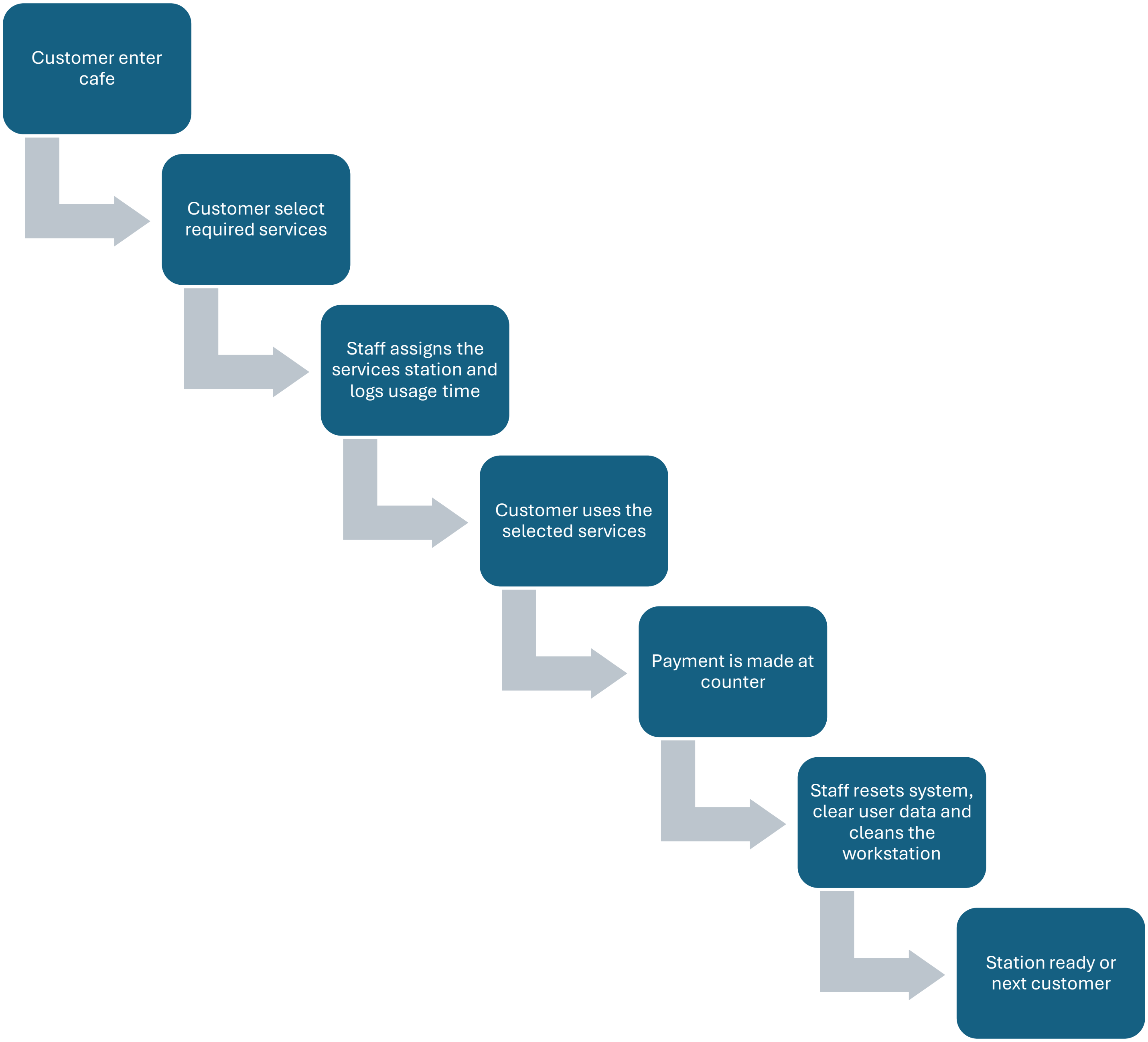
Figure 7: Location of Setia Alam</td>
<td>High foot traffic with multiple offices, resident and student activities. The diverse customer base (students, resident and foreigner) increases the chance of broad market reach.</td>
</tr>
</table>

Table 7: Environment Selected

The operational workflow starts with customer entry, service selection, system login, usage monitoring, payment, and exit.

5.2 Production/ Service Process

The service process at the café begins when a customer enters the premises and is welcomed by the staff. The customer then selects the type of service they require, such as internet browsing, gaming, printing services, or purchasing drinks. Once the service is selected, a staff member assigns a computer or service station to the customer and logs the usage time into the system to ensure accurate tracking. The customer is then free to use the selected services for the required duration. After completing the session, payment is made at the counter based on the type of service and the total usage time. Finally, the staff resets the computer, clears any previous user data, and cleans the workstation to prepare it for the next customer. This workflow ensures smooth operations, fair billing, and a clean, comfortable environment for all users.


Customer enter cafe
Customer select required services
Staff assigns the services station and logs usage time
Customer uses the selected services
Payment is made at counter
Staff resets system, clear user data and cleans the workstation
Station ready or next customer

5.3 Facilities

Cloud Nine Cafe is designed with carefully planned facilities that support its positioning as a premium internet café and digital lifestyle hub. The layout of the café is divided into functional zones that cater to different user needs, including a high-performance gaming area, general computer usage stations, and a café service space. The main gaming area is equipped with 20 high-spec desktop computers featuring powerful graphics cards, high-refresh-rate monitors, ergonomic gaming chairs, and durable gaming desks. These facilities are specifically selected to ensure smooth gameplay, fast response times, and physical comfort, allowing customers to enjoy long gaming or study sessions without discomfort.

To support seamless digital experiences, Cloud Nine Cafe is fitted with a dedicated 1Gbps fiber internet connection supported by professional-grade routers, network switches, and structured CAT6 cabling. This infrastructure ensures low latency, stable connections, and consistent performance across all stations, which is especially critical for competitive online gaming and real-time collaboration tasks. In addition to gaming services, the café also provides printing and scanning facilities, allowing students and freelancers to conveniently complete academic or work-related tasks within the same environment.

Operational efficiency is enhanced through the use of a Point-of-Sale (POS) system that manages customer logins, usage tracking, payments, and membership transactions accurately. This system reduces manual errors, improves billing transparency, and helps staff monitor workstation availability in real time. For customer safety and asset protection, Cloud Nine Cafe is equipped with a comprehensive CCTV surveillance system that covers key areas of the premises, including the entrance, gaming zones, and service counter.

Hygiene and cleanliness are treated as core facility priorities at Cloud Nine Cafe. All computer stations, including keyboards, mice, headsets, and desks, are regularly sanitized after each use to maintain a clean and healthy environment. The café also employs dedicated cleaning staff and uses appropriate cleaning supplies to ensure that common areas remain tidy and well-maintained throughout operating hours. Combined with proper air circulation and lighting, these facilities create a comfortable, welcoming, and professional atmosphere. Overall, the facilities at Cloud Nine Cafe are designed not only to meet functional requirements but also to enhance user satisfaction, operational efficiency, and the overall quality of the customer experience, reinforcing the café’s image as a modern and premium alternative to traditional cyber cafés

5.4 Staffing

Cloud nine Cafe needs a small but effective work force that would help in running daily operations smoothly and service to the customers efficiently. The employee lay-out is dedicated to efficiency in operations and managing labor expenses.

Staffing Structure and Cost

Position	Type	No. of Staff	Estimated Monthly Salary (Per Pax)	Est. Monthly Benefits (Employer EPF/SOCSO - 13%)	Total Monthly Cost (Per Pax)	Total Monthly Cost (All Pax)
Partners/Management						
General Manager	Partner	1	RM 4,000.00	RM 520.00	RM 4,520.00	RM 4,520.00
Operations Supervisor	Partner	1	RM 3,000.00	RM 390.00	RM 3,390.00	RM 3,390.00
Technical Support Exec	Partner	1	RM 3,200.00	RM 416.00	RM 3,616.00	RM 3,616.00
Marketing Executive	Partner	1	RM 2,800.00	RM 364.00	RM 3,164.00	RM 3,164.00
Finance & Admin Officer	Partner	1	RM 2,800.00	RM 364.00	RM 3,164.00	RM 3,164.00
Customer Service Asst	Partner	1	RM 2,200.00	RM 286.00	RM 2,486.00	RM 2,486.00
Additional Staff						
Service Crew	Full-time	3	RM 1,800.00	RM 234.00	RM 2,034.00	RM 6,102.00

Technician	Contract	1	RM 1,200.00	N/A (Contractor)	RM 1,200.00	RM 1,200.00
Cleaner	Contract	1	RM 800.00	N/A (Part-time)	RM 800.00	RM 800.00
TOTAL ESTIMATED MONTHLY WAGE BILL		**11**				**RM 28,442.00**

Table 8: Staffing Estimated Monthly Wage

TRAINING

The basic training of all service crew members will be provided in:

- Customer service skills
- Computer system operation
- Usage monitoring software
- Simple troubleshooting steps.

5.5 Equipment

5.5.1 List of Equipment

The following equipment is required

Item	Specification (Aligned with Core Service)	Supplier	Quantity	Purchase Method	Est. Cost (MYR)
High-Spec Desktop PCs	Illegear supply agreement: **RTX 3060**, 16 GB RAM, 1 TB SSD, Windows, 1-yr warranty (discounted partner price)	Illegear Malaysia	20 units	Purchase (vendor supply & initial setup)	**RM 3,600 × 20 = 72,000**
Gaming Monitors	**144Hz, 24” IPS**, 1ms response	ASUS / AOC Official Store (Shopee / Lazada)	20 units	Purchase	**RM 750 × 20 = 15,000**

Gaming Chairs	**Ergonomic gaming chairs** (high back, lumbar support)	HomePro / Shopee Mall	20 sets	Purchase	**RM 450 × 20 = 9,000**
Gaming Tables / Desks	Commercial-grade PC tables	Local furniture supplier	2 units	Purchase	**RM 300 × 20 = 6,000**
Business mini PC)	Alternative for daily use	**Lenovo ThinkCentre M75q Gen 5**	10 units	Purchase	2,685.85 × 10 = **26,858**
Gaming Chairs & Tables	Alternative for daily use	**Office Gaming Chair**	10 sets	E-commerce	399 × 10 = 3990
Printers & Scanner	All-in-One Ink Tank Printer	Brother / Canon Official Store	1 unit	Purchase	**RM 1,500 × 2 = 3,000**
POS System	POS terminal + receipt printer + software	StoreHub / Local POS Vendor	1 set	Purchase	**2,000**
Router & Network Setup	Gigabit router, switches, CAT6 cabling (low-latency)	TP-Link / MikroTik Distributor	1 set	Purchase	**3,000**
CCTV System	8-camera HD CCTV + DVR	Hikvision / Local CCTV Vendor	1 set	Purchase	**2,500**

Table 9: List of Equipment use by Cloud Nine Cafe

5.5.2 List of Supplies

Item	Supplier	Quantity Needed (30-day)	Purchase Method	Est. Cost (MYR)
A4 Printer Paper (500 sheets)	Bluemartin (Malaysia)	10 reams	Wholesaler	13.10 × 10 = **131**
Printer Ink Cartridges (Bulk)	PY Prima Enterprise	6 sets	Wholesaler	~170 × 6 = **1,020**
Instant Coffee (3-in-1 / café use)	ZuppaMarket	30 boxes (20-25 sachets)	Wholesaler	~15 × 30 = **450**
Tea & Cocoa Mix (bulk)	ZuppaMarket	20 boxes	Wholesaler	~18 × 20 = **360**
Disposable Paper Cups (8–12oz)	ZuppaMarket	600 pcs (12 packs of 50)	Wholesaler	~9.95 × 12 = **119**
Disposable Lids & Stirrer	Local Wholesaler	600 pcs	Wholesaler	**75** (estimate)
Sugar & Creamer (sachets)	ZuppaMarket	Bulk 2 cartons	Wholesaler	~30/carton = **60**
Snacks (for customers)	ZuppaMarket	Bulk assorted packs	Wholesaler	~600
Energy Drinks (cans 24x)	ZuppaMarket	6 cartons	Wholesaler	~43.50 × 6 = **261**
Cleaning Supplies (multi-purpose)	Local Wholesaler	2 × 5L	Wholesaler	~28 × 2 = **56**

Table 10: List of Supplies for Cloud Nine Cafe

Wholesalers will be used to purchase supplies locally in order to minimize on costs. Monitoring of inventory will be done on weekly basis to prevent shortages.

5.5.3 List of Subsciptions and Contract

Item (yearly subscription / contract)	Supplier/Notes	Unit/Qty	Purchase Method	Est. Annual Cost (MYR)
1 Gbps dedicated leased line (low-latency, business grade)	TM Unifi (business / leased line) — monthly billed	12 Months	Service Contract	RM 30,000 (RM 2,500 / month)
Quarterly maintenance contract for 20 PCs	Illegear Malaysia — preventive maintenance + labour (4 visits/yr)	Annual Contract	Service Contract	RM 3,200
Commercial game-publisher licensing (public/commercial use)	Licenses / commercial agreements: Steam / Epic / Riot (estimate for café licensing & admin)	Annual	Licensing Contract	RM 6,000
POS software subscription	StoreHub / other SaaS (till, inventory, reports)	Annual	SaaS Subscription	RM 1,800 (RM 150 / month)
Endpoint security / antivirus (20 PCs)	ESET / Bitdefender for business	20 Seats	Annual License	RM 1,000 (RM 50 / seats)
CCTV cloud backup / storage	CCTV vendor / cloud retention for video logs	Annual	Service	RM 500
F&B machine service / supplier support	Coffee machine / dispenser preventive service (Nestle / vendor)	Annual	Service Contract	RM 600

Table 11: List of Subscriptions and Contract for Cloud Nine Cafe

6.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

6.1 Management Team

The management team comprises of the founder and two important leads, they take care of the technical and operational pillars of the business.

6.1.1 Management Team Members

1. Muhammad Adam Hakim Bin Azman - General Manager

Professional Summary: Strategic leader with a focus on business operations and organizational development. Proven ability to oversee cross-functional teams, develop strategic plans, and drive business objectives in competitive environments. **Key Skills:** Strategic Planning, Business Operations Management, Decision Making, Leadership, P&L Responsibility. **Relevant Experience Focus:** Overseeing start-up operations, defining standard operating procedures (SOPs), and aligning team goals with business targets.

2. Muhammad Faiz Tajuddin Bin Bahri - Operations Supervisor

Professional Summary: Detail-oriented operations professional focused on efficiency and service standards. Experienced in managing daily workflow, staff scheduling, and ensuring compliance with operational procedures. **Key Skills:** Staff Scheduling, Inventory Management, Operational Workflow, Quality Assurance, Team Supervision. **Relevant Experience Focus:** Managing shift rosters in high-traffic environments, overseeing equipment maintenance schedules, and enforcing service protocols.

3. Megat Muhammad Aniq Bin Mohd Fuad - Technical Support Executive

Professional Summary: IT professional specializing in network infrastructure and system administration. Expertise in maintaining hardware, managing software deployments, and providing rapid technical troubleshooting to ensure high system availability. **Key Skills:** Network Administration (LAN/WAN), Hardware Troubleshooting (PC/Gaming Rigs), Software Management, System Security, Technical Support. **Relevant Experience Focus:** Setting up gaming center networks, managing diskless boot systems commonly used in cyber cafes, and resolving connectivity issues under pressure.

4. Muhammad Aliff Bin Mohamad Jamal - Marketing & Community Executive

Professional Summary: Creative marketing specialist with expertise in digital engagement and community building. Skilled in social media management, creating promotional campaigns, and developing customer loyalty programs. **Key Skills:** Digital Marketing, Social Media Management (FB, IG, TikTok), Event Planning, Customer Loyalty Strategies, Community Outreach. **Relevant Experience Focus:** Promoting gaming tournaments, managing social media communities for gamers, and creating digital content to attract youth demographics.

5. Muhammad Aiman Adha Bin Shahriman - Finance and Administration Officer

Professional Summary: Organized finance professional with strong analytical skills in budgeting and record-keeping. Proficient in managing cash flow, handling administrative documentation, and ensuring accurate financial reporting. **Key Skills:** Budgeting, Cash Flow Monitoring, Financial Reporting, Accounting Software Proficiency, Administrative Compliance. **Relevant Experience Focus:** Managing daily cash reconciliations for retail businesses, handling payroll for small teams, and preparing monthly financial statements.

6. Muhammad Ikhwan Bin Abdul Razak - Customer Service Assistant

Professional Summary: Front-line service professional dedicated to providing exceptional customer experiences. Skilled in handling inquiries, processing payments, and maintaining a welcoming environment. **Key Skills:** Customer Service, Point of Sale (POS) Systems, Conflict Resolution, Communication, Booking Management. **Relevant Experience Focus:** Assisted customers with technical setup in gaming environments, handling membership sign-ups, and resolving customer complaints amicably.

6.1.2 Vacancy Requirements for Additional Staff

Based on the "Roles and Responsibilities" in Image 3, here are the job requirements for vacancy advertisements.

1. Position: Service Crew (Full-Time)

Responsibilities:

- Provide excellent customer service and assist customers with basic technical problems.
- Handle payment transactions accurately.
- Perform computer distribution/assignment for customers.
- Maintain general cleanliness and comfort of the cafe area throughout the shift.

Requirements:

- Minimum SPM qualification or equivalent.
- Friendly, approachable personality with strong communication skills.
- Basic computer literacy and interest in gaming is a plus.
- Ability to work shifts, including weekends and public holidays.

2. Position: Technician (Contract/Part-Time)

Responsibilities:

- Troubleshoot hardware and software problems on gaming rigs.
- Maintain stable network connections across all stations.
- Ensure all computers and gaming devices are configured for optimal performance.
- Perform routine system maintenance as scheduled.

Requirements:

- Certificate/Diploma in IT, Computer Science, or relevant field.
- Strong knowledge of PC hardware assembly, repairs, and networking.
- Experience with cyber cafe management software (e.g., diskless systems) is highly desirable.
- Availability for on-call support or scheduled maintenance visits.

3. Position: Cleaner (Contract/Part-Time)

Responsibilities:

- Clean the cafe premises on a daily basis.
- Sanitize computer stations, keyboards, mice, and headsets after use.
- Ensure bathrooms are clean and stocked.
- Maintain a healthy and hygienic environment throughout the cafe.

Requirements:

- No specific education level required; experience in cleaning services preferred.
- Reliable, punctual, and detail-oriented regarding hygiene.
- Ability to follow sanitation guidelines strictly.

6.2 External Resources and Services

To keep overhead low, we will outsource specialized functions to professional firms:

- Accountant/Tax Consultant: To process monthly bookkeeping, SST filings (as needed) and year-end audits.
- Legal Counsel: To prepare Terms of Service to users, employment agreements and to do licensing/permit with the municipal authorities.
- Internet Service Provider (ISP) Support: A business-grade SLA (Service Level Agreement) of 24/7 support of fiber connectivity.

6.3 Advisory Board

In order to close the industry-specific knowledge gap, we have listed two informal informants:

- E-sports Event Organizer: Gives information on tournament organization and sponsorship.
- Hardware Vendor: A local PC hardware wholesaler, who will recommend upgrading the components to have maximum ROI.

7.0 FINANCIAL PROJECTION

The financial plan is the most important section for lenders or investors. The goal is to demonstrate that your business will grow and be profitable. To do this, you will need to create realistic predictions or forecasts.

To effectively manage your venture finances, plan a sound, realistic budget by determining the actual amount of money needed to start your venture (start-up costs) and the amount needed to keep it open (working capital or operating costs).

7.1 Start-up Cost

Estimate the costs incurred in conjunction with one-time activities that the venture undertakes when it opens a new facility, introduces a new product or service, conducts business in a new territory or with a new class of customer or beneficiary, initiates a new process in an existing facility or commences some new operation after considerable research and discussion.

A. START-UP COST	**RM**
Capital Expenditure:Administrative	
Land & Building	-
Business fixtures and equipment	500
Office Renovation	1200
Office software Subscription	500
Capital Expenditure:Operation	
Router & Network Setup	3000
Desktop Computers	76000
Game monitor	15000
Gaming Chairs & Tables	9000
CCTV System	2500
Printers & Scanner	3000
Desk	6000
Mini PC	26858
Office gaming chair	3990
webcam	3000
Router & Network Setup	3000
Factory Renovation	10000
POS system	2000
One-Time Start Up Expenditure	

Installation of fixtures/Equipment	1500
Office supplies	4800
Advertising for opening	3500
Other Pre-Operations Expenditure	
Deposit(rent, utilities, etc)	2500
Business Registration & Licenses	2000
Insurance	1300
Other Expenditure	5000
Start-Up Cost	184148

Table 12: Start-Up Cost

7.2 Working Capital

Working capital represents the amount of initial expenditure required to finance the daily operation until the business gets its first sale. The amount of working capital is therefore dependent upon the period until the firm can generate enough sales to cover its short-term expenditure.

WORKING CAPITAL (MONTHLY)	RM	FIXED RM	VARIABLE RM
MARKETING			
Advertising		-	1200
Salesmen Commison		-	700
		-	-
ADMINISTRATIVE			
Salaries and wages		13334	-
Rent		1500	-
Utilities		-	600
Office Supplies			3132
Insurance		350	-
Office maintanance		-	1500
		-	-
OPERATIONS			
Salary and wages		-	15108
Factory maintenance		-	1500
Purchase		-	33567
OTHER EXPENDITURE			

		-	
		-	
		-	
TOTAL WORKING CAPITAL		15184	55807
TOTAL WORKING CAPITAL REQUIRED	MONTH	-	70991
WORKING CAPITAL + CONTINGENCIES	(10%)	-	**78090.10**

Table 13: Working Capital

7.3 Start-up Capital and Financing

Total start-up capital incorporates both start-up cost and working capital needed to start a project. The most common source of finance for new venture is the entrepreneur's own equity contribution. The equity contribution can be in the form of cash or assets. The next most common source of finance is term loan. This is a form of long term financing offered by most commercial banks. The term loan can be used to finance fixed assets as well as working capital requirements. The interest rate and the loan period depend on the current interest rate and the amount of loan required respectively.

ESTIMATED START-UP CAPITAL	**262238.10**
FINANCING	
Equity: Share & Venture Capital	50000
Loan	100000
Annual Interest Rate	5%
Loan Duration (years)	10 years

Table 14: Start-Up Capital

7.4 Proforma Cash Flow Statement

A cash flow pro-forma statement refers to the projected statement of cash inflow and outflow throughout the planned period. Under normal circumstances, the pro forma cash flow statement is prepared between three to five consecutive years. However, longer periods are sometimes needed depending upon the projects undertaken. The pro forma cash flow statement must be able to show the following information:

- Cash inflows – the projected amount of cash flowing into the company.
- Cash outflows – the projected amount of cash flowing out of the company.
- Cash deficit or surplus – the difference between cash inflows and cash outflows.
- Cash position – the beginning and ending cash balances for a particular period.

CASH FLOW PRO FORMA STATEMENT					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
CASH FLOW					
Share Capital	50000	50000	50000	50000	50000
Loan	100000	-	-	-	-
Cash Sales	48000	72000	96000	48000	36000
TOTAL CASH INFLOW	**198000**	**247506**	**271012**	**296518**	**310024**
CASH OUTFLOW					
MARKETING EXPENDITURE					
Advertising	1200	1200	1200	1200	1200
Sales commison	700	700	700	700	700
TOTAL	1900	1900	1900	1900	1900
ADMINISTRATIVE EXPENDITURE					
TOTAL	20419	20419	20419	20419	20419
OPERATION EXPENDITURE					
TOTAL	50175	50175	50175	50175	50175
OTHER EXPENDITURE	-				
TOTAL CASH OUTFLOW	**72494**	**72494**	**72494**	**72494**	**72494**
CASH SURPLUS(DEFICIT)	**125506**	**175012**	**198518**	**224024**	
BEGINNING CASH BALANCE	**0**	**0**	**0**	**0**	**0**
ENDING CASH BALANCE	**125506**	**175012**	**198518**	**224024**	**237530**

Table 15: Proforma Cash Flow Statement

7.5 Pro-forma Income Statement

The next step in developing a financial plan is to prepare the pro forma income statement which shows the expected profit or loss for the planned period, usually for three to five consecutive years. Generally, the pro forma income statement consists of the following elements:

- Cost of good manufactured (production cost)
- Gross profit
- Net profit

PRODUCTION COST PRO-FORMA STATEMENT					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
RAW MATERIALS					
Opening stock	100000	120000	121000	123000	125000
Current Year Purchase	30000	37000	37500	38500	40000
Ending stock	7000	8000	8500	9000	10000
Raw material Used	29000	29000	30000	32000	35000
Carriage Inward	2000	2000	2300	2800	3000
LABOUR (Salaries,EPF& SOCSO)					
FACTORY OVERHEAD					
Depreciation of Fixed Assets(Operation)	15000	16000	17000	19000	20000
Internet and software licenses	18000	18000	18000	18000	18000
TOTAL FACTORY OVERHEAD	33000	34000	35000	37000	38000
PRODUCTION COST	201000	230000	234300	242300	251000

Table 16: Production Cost Pro-Forma Statement

PRO-FORMA INCOME STATEMENT					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
SALES	400000	420000	450000	480000	500000
LESS:COST OF SALES					
Opening Stock Of Finished Goods	100000	120000	121000	123000	125000
Production Cost	201000	230000	234300	242300	251000
LESS:Ending Stock Of Finished Goods	50000	52000	55000	58000	60000
GROSS PROFIT	149000	122000	150000	172700	184000
LESS: EXPENDITURE					

Administrative expenditure	8000	8500	8700	8900	9200
Marketing Expenditure	4000	4200	4500	4800	6000
Other Expenditure	1000	2000	3000	4500	6500
Business Registration & Licenses	2000	2500	2800	3200	4200
Insurance & Road Tax	3000	3000	3000	3000	3000
Other Pre-Operations Expenditure	3000	0	0	0	0
Interest On Loan	5000	7000	8000	9000	11000
TOTAL EXPENDITURE	26000	27200	30000	24400	39900
NET PROFIT BEFORE TAX	123000	94800	120000	148300	144100
TAX(24%)	29250	22752	28800	35592	34584
NET PROFIT AFTER TAX	93480	72048	91200	112708	109516
ACCUMULATED NET PROFIT	93480	72048	91200	112708	109516

Table 17: Pro-forma Income Statement

7.6 Pro Forma Balance Sheet

- While the pro forma income statement shows the financial performance of the company for the planned period, the pro forma balance sheet shows the financial position of the company at a specific point in time in terms of assets owned and how those assets are financed. The pro forma balance sheet is prepared for a period between three to five years.

PRO FORMA BALANCE SHEET

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
ASSET					
FIX ASSET (Book Value)					
Land & Building	0	0	0	0	0
Equipment	50000	50000	50000	50000	50000
CURRENT ASSETS					
Inventory Of Raw Materials	7000	14000	14500	15200	16700
Inventory Of Finished Goods	8000	11000	14500`	16000	16800
Cash Balance	20000	30000	40000	50000	65000
OTHER ASSETS					
Deposit	5000	5000	5000	5000	5000
TOTAL ASSETS					
Equity					

Share Capital	50000	50000	50000	50000	50000
Retained Earing	11000	20000	32000	47000	55000
LIABILITIES					
Loan Balance	23000	23000	23000	23000	23000
TOTAL EQUITY & LIABILITIES	**84000**	**93000**	**105000**	**120000**	**128000**

Table 18: Pro-Forma Balance Sheet

8.0 PROJECT MILESTONES

8.1 Main Activities and Deadlines

Project Milestone Schedule for Cloud Nine Café

No.	Activities	Deadline
1.	Business idea approval & planning	Month 1
2.	Market research & feasibility study	Month 1
3.	Recruitment of business and licensing	Month 2
4.	Shop lot choice and renting contract	Month 2
5.	Inside furnishing and decoration	Month 3
6.	Computer and equipment purchases	Month 3
7.	Internet & network installation.	Month 3
8.	Staff recruitment/ staff training	Month 4
9.	System test and trial operation	Month 4
10.	Marketing & promotion launch.	Month 4
11.	Cloud nine Cafe to open officially	Month 5
12.	Initial sales and customer reaction.	Month 5

Table 19: Project Milestone of Cloud Nine Café

8.2 Gannt Chart

Gantt Chart					
Task	Month 1	Month 2	Month 3	Month 4	Month 5
Business idea approval & Planning					
Market research and feasibility study					
Recruitment of business and licensing					
Shop lot choice and renting contract					
Inside furnishing and decoration					
Computer and equipment purchases					
Internet & network installation					
Staff recruitment / Staff training					
System test and trial operation					
Marketing and promotion launch					
Cloud Nine Cafe Opening					
Initial sales and customer reaction					

Figure 8: Gannt Chart of Cloud Nine Cafe

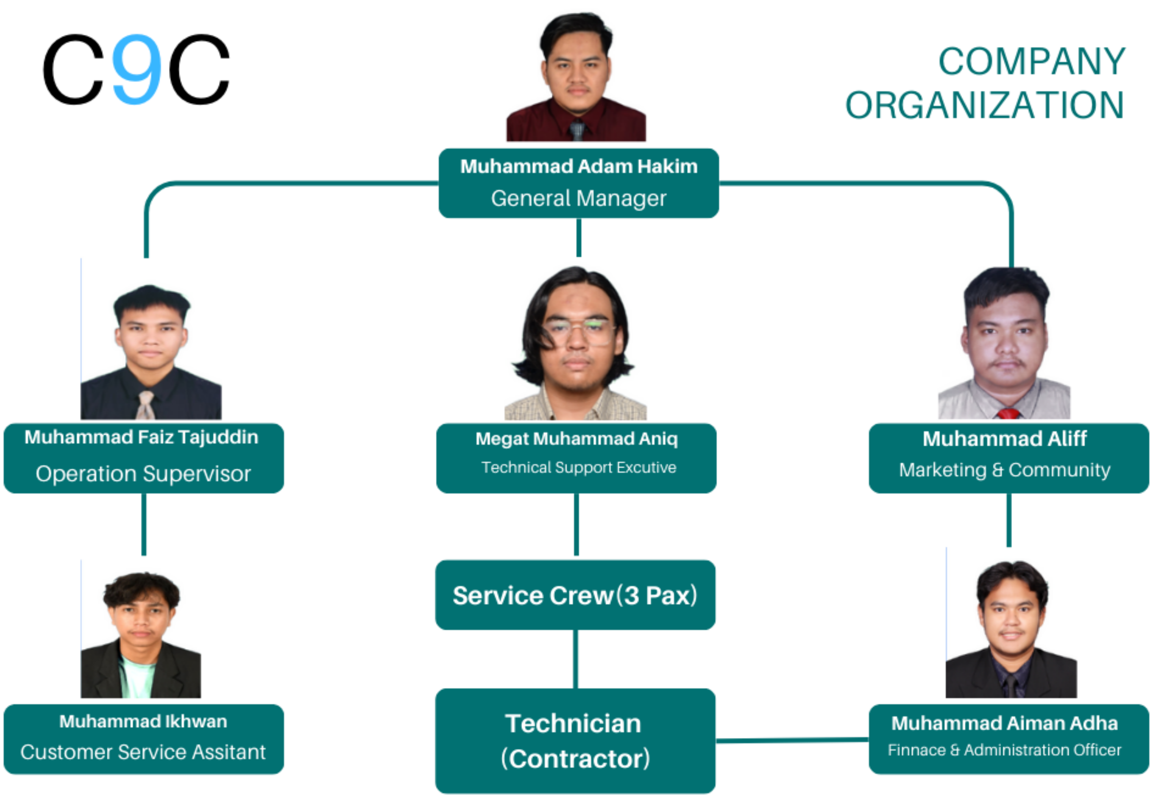
9.0 CONCLUSIONS

To sum up, Cloud Nine Cafe has very promising and profitable business potential in the competitive market of internet cafes and esports. The cafe also fulfills a definite market need of reliable infrastructure and a communal-oriented setting by positioning itself strategically to cater to the needs of the high-performance gamers and the students who need a high-quality workspace.

The project also has a strength in its multifunctional and qualified management, with the General Manager Muhammad Adam Hakim, which allows taking care of every functional area, including technical support and financial management, operations, and marketing, and leaves it under the responsibility of a professional. Moreover, the 5 months implementation roadmap and strong staffing structure show that the business is operationally prepared to meet its milestones within the scheduled time.

The business will be balanced financially because of the quick control of the staffing expenses and the clear emphasis on the quality of the provided services. Thus, the partners of Cloud Nine Cafe have reached the formal conclusion regarding the official launch of this business. In order to streamline the initial set-up process to be done at the store, i.e. to do the renovation of the shop, to purchase high-end equipment, and technically install the shop, we are currently seeking official permission to a business loan in order to have the grand opening successful and impactful.

10.0 APPENDICES



10.1 Company Organization Chart

10.2 Cloud Nine Cafe

10.3 Poster of Cloud Nine Cafe

Gantt Chart					
Task	Month 1	Month 2	Month 3	Month 4	Month 5
Business idea approval & Planning					
Market research and feasibility study					
Recruitment of business and licensing					
Shop lot choice and renting contract					
Inside furnishing and decoration					
Computer and equipment purchases					
Internet & network installation					
Staff recruitment / Staff training					
System test and trial operation					
Marketing and promotion launch					
Cloud Nine Cafe Opening					
Initial sales and customer reaction					

10.4 Gantt Chart of Cloud Nine Café Staff Start-up Activities