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**GROUP ASSIGNMENT:**

**GROUP BUSINESS PLAN (50%)**

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## 1.0. EXECUTIVE SUMMARY

Brew and Bloom Cafe is a partnership business that operated at Lorong Plaza Kingfisher, 88450, Kota Kinabalu, Sabah. The ambience of the cafe is not only unparalleled by any other, it also provides customers with the best of handcrafted coffee and fresh bouquets. The vision of Brew and Bloom Cafe is to offer a comfortable, quiet and inviting place to experience the joys of specialty coffee and to celebrate beautiful moments through refreshing flowers.

The business is strategically located in the Kingfisher area surrounded by residential, universities, schools, hospitals and commercial areas. The site will allow Brew and Bloom Cafe to serve a diverse population of customers such as students, young professionals, families, couples, and the local community. Coffee and customised gifting become increasingly popular, it has the potential to make an impact in the café scene in the city of Kota Kinabalu.

Just like the motto “Where every cup blossoms”, Brew and Bloom Cafe is dedicated to providing the best products, to offer the best service and to provide the best experience for all of our customers. With a vision to become the most loved coffee and gifting café in Kota Kinabalu, the business is committed to providing customers with the highest standard of satisfaction, innovation and sustainable growth. The cafe uses effective marketing, loyalty schemes and efficient operations to ensure that it will have a strong financial performance and expand its products, services and future business opportunities with a dedicated management team behind its efforts.

The estimated project implementation cost for Brew and Bloom Cafe is RM75,652 which includes RM31,453 for administrative expenses, RM10,658 for marketing expenses and RM33,541 for operational expenses. The company will aim for at least 35% gross profit margin, repeat customers of 40% and a customer satisfaction rate of 90% within the first year of trading, through efficient business processes, effective marketing strategies and sustainable business practices. Having a strong management team with defined business goals, Brew and Bloom Cafe is sure that it will become one of the leading coffee and floral gifting places in Kota Kinabalu and continue to broaden their products, services and future business opportunities.

## 3.0. ADMINISTRATIVE PLAN

### 3.1. MISSION, VISION AND OBJECTIVE

**MISSION**

Our goal is to sell the finest handmade coffee and at Brew and Bloom, we want to create the most beautifully put-together bouquets for whatever their special occasion may be. We are dedicated to making items that meet our customers' needs and desires, as well as create an inviting atmosphere. We strive to develop a long-term connection with each customer who visits Brew and Bloom Cafe through exceptional customer service and memorable experiences.

**VISION**

To be one of the most popular coffee and gifting shops in Kota Kinabalu, Sabah that connects people through quality coffees and touching floral moments. The location where people can relax, connect and bloom while drinking the freshly brewed coffee and enjoying the beautiful flowers.

**OBJECTIVE**

- Specific : We aim to offer fresh flowers, quality coffee and excellent customer service in the first year of operating to ensure a customer satisfaction rate of 90%.
- Measurable : In the first year of operation, we will enhance our rate of repeat customers by at least 40% through implementation of loyalty programs and seasonal collections of flowers.
- Achievable : In the first year of operating the business, the gross profit margin will be at least 35%, which is to be expected from an efficient control of operational cost and management of resources.
- Relevant : The business will make sure to grow their monthly sales by at least 8% for the first year they are in operation through the appropriate marketing and promotion.
- Time-bound : The company has to reduce the wastage of our flowers and ingredients not to exceed 5% of total inventory in the first year of operation.