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BUSINESS PLAN : CHAPTER AND CHILL CAFÉ

PREPARED BY:	STUDENT ID
AMIRAH SYAQIRAH BINTI LIM	2022858732

PREPARED FOR: DR. JACQUELINE KOH SIEW LEN BINTI STEPHEN

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GROUP: ENT300AG11

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EXECUTIVE SUMMARY

Chapter & Chill Café is a cozy, book-themed coffee shop located at Plaza Kingfisher, 88450 Kota Kinabalu, Sabah. Designed to be more than just a café, Chapter & Chill offers a warm and inviting space where customers can enjoy high-quality coffee, delicious pastries and a quiet corner to read or work.

Our concept combines the love for freshly brewed coffee with the comfort of a mini library, creating an inspiring atmosphere that encourages customers to relax, socialize or focus on their studies. With a carefully curated menu featuring specialty drinks such as "The Prologue Shot," "Plot Twist Latte," and "Green Chapter," as well as pastries like "Morning Prelude" and "Fairy Tale Waffle," Chapter & Chill aims to deliver both unique flavors and memorable experiences. The café is strategically located near Universiti Malaysia Sabah (UMS) and several residential areas, making it an ideal spot for students, young professionals and book lovers. Our target market focuses on individuals who appreciate a calm and aesthetic environment, value high-quality drinks and desserts and enjoy spending time in creative, inspiring spaces.

Chapter & Chill Café's mission is to become the favorite neighborhood spot for coffee enthusiasts and bookworms alike, offering affordable yet premium products and exceptional service. By combining a strong brand identity, creative menu items and active marketing on social media platforms such as Instagram and TikTok, we aim to build a loyal customer base and achieve sustainable growth.

With a dedicated team, a clear vision and a strategic location, Chapter & Chill Café is ready to redefine the café experience in Kota Kinabalu, one cup and one chapter at a time.