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A3 – BUSINESS PLAN REPORT (PASTRIFYLAB CAFE)

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1.0 EXECUTIVE SUMMARY

PastrifyLab Café is a bakery café established to provide high-quality pastries and beverages for customers who want tasty and freshly baked & made products in a comfortable café environment. Our business focuses on offering a variety of pastries and also beverages at affordable prices while maintaining consistent quality and good customer service. PastrifyLab Café is located at 1Borneo Shopping Mall. This location was strategically chosen since it is a busy area with high foot traffic that will attract a many range of customers and automatically will increase daily sales opportunities.

Our main purpose of establishing PastrifyLab Café is to meet the high demand for convenient and quality bakery products while building a sustainable café business. This business plan is prepared to guide the overall operations, marketing strategies, administration and financial management of the café that will be managed by five main partners who hold key management positions, namely General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager. Each manager is responsible for ensuring that their department operates efficiently and supports the overall business objectives. The company also provides basic remuneration and benefits such as salary, EPF, and SOCSO to ensure employee welfare and motivation.

Based on market research, PastrifyLab Café targets students, office workers, families, tourists, and nearby residents who regularly consume pastries and café beverages. Even though the business faces competition from established cafés and bakeries such as The Well Café, QCC Baked, and Hazukido Bakery, PastrifyLab Café aims to compete by offering competitive pricing, attractive product presentation, consistent quality and friendly service. With effective marketing strategies, efficient operations and proper financial planning, PastrifyLab Café will be expected to grow steadily and achieve increasing profits year by year.

3.1.1 Mission

- To operate an efficient and well-managed bakery cafe that delivers high quality food and beverages consistently.
- To maintain effective production processes and quality control to meet daily operational demands.
- To provide excellent customer service through well trained staff and a customer focused service culture.
- To support sustainable business growth through effective management, teamwork, and planning.

3.1.2 Vision

To become a well-recognised bakery cafe that delivers quality food, excellent service, and a welcoming experience to customers while growing sustainably in the local market.

3.1.3 Objectives

- To achieve consistent daily production and service operations that meet customer demand within the first year of operation.
- To maintain high standards of product quality and food safety across all bakery and cafe offerings.
- To build a strong customer base by providing reliable service and positive in-store experience.
- To manage operational costs effectively to achieve sustainable profitability within the first year.
- To develop capable and well-trained workforce that supports efficient production and customer service.

3.2 Business Logo & Description