FACULTY OF COMPUTER SCIENCE AND MATHEMATICS(FSKM)

ENT300- INRODUCTION TO ENTREPRENEURSHIP

BUSINESS PLAN REPORT

COMPANY TITLE:

The Daily Brew

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1.0 EXECUTIVE SUMMARY

The Daily Brew is a progressive enterprise dedicated to capturing the mainstream beverage market through premium products and an agile, omnichannel operational model. This report provides a comprehensive overview of the strategic frameworks, market evaluations, and financial controls engineered to ensure the company's long-term viability and market leadership.

To drive brand awareness and accelerate consumer adoption, the company deploys a robust marketing strategy built upon three core promotional pillars: targeted direct-to-consumer (DTC) marketing to foster brand loyalty, experiential event marketing to facilitate immediate product trial, and social media (SM) marketing to engage modern, health-conscious demographics. To ensure these initiatives are backed by a strong operational foundation, a rigorous SWOT analysis has been conducted, establishing critical market benchmarks and identifying emerging industry opportunities while mitigating potential external threats.

A specialized analysis of our flagship green tea segment further evaluates internal organizational strengths and weaknesses, blending operational health metrics with qualitative consumer insights to isolate what customers appreciate most about our offerings. This data gives executive management an objective view of the brand's overall market positioning and reinforces its reputation for exceptional reliability.

Supporting these operational strategies is a detailed presentation of our financial statements and financial analysis, which demonstrates the highly effective management of capital, cash flow, and inventory to achieve optimal performance and profitability. Ultimately, this report culminates in a comprehensive chronicle of the advancements, revenue breakthroughs, and historical milestones achieved throughout the tea-selling process, validating the strategic trajectory of The Flavoury Flare Co. as it scales for future growth.

2.0 INTRODUCTION

2.1 INTRODUCTION

The Daily Brew is a new business originated from UiTM Sabah Cawangan KK that is established by our team members. The Daily Brew mainly sells teas for UiTM students before this which composed of only two types of tea, namely the iced green tea and the classic Thai red tea. Moreover, the tea composes of different flavors with different toppings to suit different needs.

The goal of our company includes envisioning a world where youngsters will completely drink tea as a non-caffeinated drink alternative. Therefore, to achieve that, our company aims to provide cheap and tastier tea that provides youngsters, particularly students, with refreshment in their daily life. This will help to ensure that tea will become the first-choice drink for youngsters. Through achieving this main mission, we are sure that our business will be mainstream for other educational institutions such as universities, polytechnics and schools.

2.2 PURPOSE

The Daily Brew tea business aims to deploy a multi-faceted, data-driven marketing framework. The report thoroughly outlines the strategic deployment and market efficacy of three primary promotional pillars designed to maximize brand visibility. This includes targeted direct-to-consumer (DTC) marketing, social media (SM) marketing and experiential event marketing.

Other than that, a critical component of this strategic overview is a rigorous SWOT analysis designed to evaluate the internal capabilities and external market environment of The Daily Brew. By systematically identifying emerging market opportunities and threats. Business can thrive as the rising global demand for more functional health tea while also providing mitigation for marketing threats.

Furthermore, the business will showcase its' unique strength and the main weaknesses of the green tea business and what customers appreciate the most. This dual assessment equips the management team with a holistic overview of the overall position of the business, ensuring the brand consistently maintains its competitive edge and exceptional reliability.

To demonstrate fiscal responsibility and operational efficiency, the report transitions into a detailed presentation of comprehensive financial statements and rigorous financial analysis. This evaluation determines the effective management of money and goods, ensuring that capital allocations and inventory controls are perfectly aligned for the best possible performance.