



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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2.0 Introduction

A) Business background

The Kazen Cafe is a partnership firm established in the Kota Kinabalu City under the theme of having urban minimalist cafe that specializes in high quality drinks and foods. Being a partnership, the company utilizes the contribution of each partner in terms of money, skills and talent to ensure effective operations and better decision making. The coffee shop concept was as a result of our enthusiasm to the increasing lifestyle cafe trend particularly among young adults who are fond of trendy, cozy, and Instagram worthy establishments. Kota Kinabalu is also a place that has a high customer movement and this makes it a befitting place to start a cafe business.

The main reason of establishing the cafe is to offer the consumers a relaxed, trendy, and high-end food experience with a simple, yet classy food. We also wish to establish a brand that reflects a modern day's lifestyle bar with the best service and outlook. This is the business strategy that has been developed to guide the overall development of our cafe. It serves as a roadmap of how the operations should be organized, it helps in estimating the financial needs, selecting marketing strategies, and aiding in the financing applications in order to start a company. It also ensures that decisions are made in a manner that is structured, reasonable and that it is in line with our company objectives.

A) Factors Selecting the Business

Kazen Cafe was selected as a business venture due to the fact that food and beverage industry is still expanding and has high demand all year round. Individual frequent cafes on a regular basis not merely to take meals and have drinks, but also to unwind, study, work, and socialize. This ensures that the cafe business is more stable than other forms of businesses that rely on seasons.

The strategic location of the company is another crucial element, as it is situated on the Jalan Gaya, Kota Kinabalu, a location that is frequented by the locals and tourists. Foot traffic is high in the area particularly during the weekends and events thus The Kazen Cafe has more opportunities to gain walk-in customers and brand awareness.

Moreover, The Kazen Cafe is a distinctive cafe serving a personal touch and selecting menu. The cafe can make the dining experience enjoyable by emphasizing on client comfort, quality drinks and friendly services. This competitiveness can be used to generate repeat business and positive word of mouth which is valuable in business development in the long run.

B) Purpose of Preparing Business Plan

The business plan is ready to act as a step-by-step guide to the management and running of The Kazan Cafe. It assists the owners with a general idea about the business set up, daily operations, employee duties and workflow so that the cafe functions well and efficiently.

Secondly, the business plan aids in planning, organization and controlling financial resources. The owners can control the cash flow appropriately and mitigate financial risks by explicitly enumerating the startup expenses, operating expenses and projected sales. This will be necessary to make the business profitable and sustainable.

Finally, the business plan is ready to establish specific goals and future plans of The Kazen Cafe. It assists the owners to determine business objectives, marketing strategies and acquisition. The business plan is also handy in seeking financial aid, including the bank loan or investors since they demonstrate that the business is properly planned and managed.

2.0 Administrative Plan

KAZEN Cafe will be a peaceful retreat where the customers are able to enjoy the harmony of the Japanese-inspired minimalism in the form of specialty coffee, carefully selected drinks, and an environment that would help them stay mindful and constantly improve in their everyday lives. We desire to be the one place where people can go to get away with the noise of contemporary living and each visit is filled with relaxation, tranquility, and little things of perfection, and the Japanese philosophy of Kaizen (continuous improvement).

OBJECTIVES

The cafe has come up with a number of essential goals that it uses to gauge success. Our target is to attain 200 daily customers in the first six months of operation with the rating of the customer satisfaction being 4.5 out of 5 stars or above. In the first year, we will aim to make KAZEN Cafe a known brand in terms of quality and atmosphere and include 30 percent of repeat customers. We have a financial target of attaining the break-even point in 12 to 18 months of operation.