



UNIVERSITY TEKNOLOGI MARA SABAH BRANCH

KOTA KINABALU CAMPUS

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PREPARED BY:

STUDENT ID	NAME
2024679792	NUR FATIN AQILAH BINTI KASSIM
2024244718	PRIETY ANAK DENNIS
2024255924	RACHEL ERICA JOSMI
2024274906	SODEA ARNELLA BINTI S.ROMJI
2024400506	VANESSA LIM

PREPARED FOR:

**PROFESSOR MADYA DR SYLVIA @ NABILA AZWA
BINTI AMBAD**

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EXECUTIVE SUMMARY

Rise & Whisk Café is a cozy and aesthetic café that serves bagels and matcha drinks. This café aims to create a spot for students and young adults who want to enjoy good food and drinks at affordable prices and a comfortable place to eat, study, hang out with friends, or just take a break from their busy day. Moreover, our main goal is to provide a welcoming and relaxing environment for the customers to enjoy their quality moments and take a break from their busy day.

The café features a soft pink and white theme, creating a calm and relaxing vibe which makes every visit memorable. Furthermore, there is also a cozy corner and aesthetic spot for those who enjoy taking pictures and sharing their café experience on social media. To make the café visit more enjoyable, Rise & Whisk offers promotions, seasonal deals, and loyalty rewards, which is a great deal, especially for students who are always worrying about the cost.

In addition, Rise & Whisk Café is suitable for both relaxation and social interaction. For instance, students can use the café for study spots, a place to meet friends, or simply a place for young adults to take a break from their busy day. To enhance the customers' experience, the café pays attention to the comfortable and aesthetically pleasing corners to ensure every visit feels enjoyable and memorable.

In summary, Rise & Whisk Café is a comfortable and inviting place where students and young adults can recharge, relax, and create a memorable moment. With its calming vibe, promotions that are offered, and the social spaces, Rise & Whisk Café has a strong potential to grow, attract customers, and become a favorite hangout spot for students and young adults.

3.0 ORGANIZATIONAL PLAN

3.1 INTRODUCTION TO ORGANIZATIONAL PLAN

3.1.1 Vision

To be a go-to cafe that offers a comforting and memorable experience while being recognized for its high quality food and beverages.

3.1.2 Mission

To serve consistently high quality products and services that allow customers to experience the freshness and warmth of our cafe through a welcoming environment.

3.1.3 Objectives

- **Specific:** To be recognized as a preferred dessert, drinks, and photobooth cafe that offers a unique and memorable experience especially among the locals.
- **Measurable:** To achieve at least 30% of local repeat customers in the first 60 days of operation.
- **Achievable:** Using social media platforms to attract and engage with the customers and to increase the locals' awareness of the cafe.
- **Relevant:** To strengthen loyalty and build a good relationship with customers.
- **Time-bound:** To have a stable growth in total numbers of customers each month over the first year of operation.