



اَوْبُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا  
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**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**SWEETBREW COFFEE (COFFEE SHOP)**

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## EXECUTIVE SUMMARY

SweetBrew café is a type of restaurant which, in addition to light refreshments such as baked goods or snacks, mainly serves coffee and tea. The word "café" comes from the French word "coffee" definition. The relaxed and welcoming feel is one of the key reasons why coffee shops have become so popular in recent times. The coffee shop offers a wonderfully calm atmosphere where people can meet friends to catch up on coffee, have a casual family lunch or concentrate on working in a relaxed atmosphere. It is a food and beverage service business and the target customers are teenagers, workers and families.

On top of that, SweetBrew Coffee provides coffees such as espresso, latte, cappuccino, mocha, salted caramel macchiato, long black, flat white with extra added hazelnut or vanilla and almond milk or soy milk. It also served cakes, snacks and pasta for meals. The café is located at the shop lot of Anggun Lumayan, Bandar Sri Permaisuri Kuala Lumpur. The café is open in the residential area where many residents can be drawn. The area is full of teenagers and office workers who need a pleasant and beautiful place to meet or do work outside their target market. The café also is reachable since the city is linked with public transportations.

Furthermore, SweetBrew Coffee is based on a partnership, where it consists of four partners which is Miss Sarah Qistina binti Saiful Muzamir as General Manager and Administrative Manager, Miss Sarah Najwa binti Junaidey as our Financial Manager, Miss Sara Nur Imani binti Noor Azmee as our Operational Manager and Miss Siti Humaira binti Herman as our Marketing Manager and each one of them has a different role in the company and they also highly dedicated and good skills in fulfilling their tasks to manage SweetBrew Coffee.