



اَوْنِيُوْرَسِيْتِي تِي كُونُوْمِي مَارَا  
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## **Executive Summary**

A lot of opportunities have been done by government to encourage Malaysian or Bumiputera to set involve in business since business ventures in Malaysia are conquered by Non-Bumiputera who is very good in grabbing the chance by starting the business as they see a good profit in it. As much as we are delighted about business, four of us will take the opportunity to start the business in group together as addition in supporting Malaysia for producing more Bumiputera entrepreneurs.

There are many Malaysians, especially teenagers and young adults like to buy beverages as a daily intake to satisfy themselves and release tension after study or working. Nowadays, there are many cafes that attracting the attention of the people to stop by but most of the cafe are not convenience and suitable places for the universities students to hangout while doing their assignment. This is because the environments is not suitable for the student to study and having their time to discuss about their works and assignments. Thus, we want to introduce our cafe named Danity's to fulfil and satisfy the wants and needs from the people especially teenagers and young adults. Our cafe will be located at Metrocity Matang in Kuching, Sarawak. The reason why we chose Metrocity Matang as our location is because there are many teenagers and young adults hanging out in that area and our cafe might able to attract them to go to our cafe to make their works and assignments. However, there are many shops that are able to provide places for students to hangout, such as Aqilah Cafe, Big Coconut and Sharing Tree.

The reason that we want to open up our cafe in this area is because we wanted to offer our products with a reasonable price for those who are in the budget but still want to hangout with their friends. Therefore, we want to introduce our cafe, and we also want to compete with other café and at the same time to provide comfortable place for student and youths so that their can spend their free time to study and do their assignment while enjoying our food and beverage.

## **The Identifying Needs and Wants of Customer**

When we run out a company, it is easy to think that only way to succeed is to be moving forward with expenses. Unsatisfied human desires that motivate their actions and enhance their fulfillment when met. Many business marketing departments pay close attention to the needs and wants to their target market since both drive consumer purchases. These can be further described as those needs and wants. Basically, needs defined as biological necessities or something essential to survive. For example, in our personal life, we need food, water, shelter clothing and medical care. On the other hand, wants is defined as something that we desire or would like to have but do not need to survive. It is often fall into the category of food wants which that you did like to have but could survive withôut them. For example, if our needs is foods so our wants is food wants such as cake, cookies and many more. Every consumer will have different perception on their wants. Hence, knowing the needs of the consumers and know how to fulfill those needs is a must for a business to provide goods and services.

As for our business opportunity, we decided to focus more on foods and beverages to fulfill the requirement for basic needs. Probably the most important service that a customer expects to receive when dining out is a good selection of delicious and well-presented food and beverage. It is more important that food be simple and good tasting, made with quality ingredients, than to be fancy or pretentious. That means our customers expect a large coffee selection that is not overpriced. Furthermore, our customers expect food to be consistent with the image of the restaurant. Our customers is mostly young generation and senior citizens, for example, expect coffee beans, cakes, cookies with moderate prices. At a more elegant cafe, prices can be higher but food needs to be more of the gourmet variety.

### ***1.2 Income and Taste***

As an individual, we require different taste and preferences on certain matter. Therefore, In order to attract the customers, our business will come out with special menu of Danity's cafe which is a combination of 1 milkshake and 1 piece of cake in one price that are very affordable. Other than that, since our café is located at Metro City, it is a strategic place where everyone in the population can have access to stop by. Therefore, our target market which is the student will be given a discount of 20% price everyday as long as they have their student's identification card with them. Lastly, for coffee lovers, our café will surely attract them as we serve different varieties of coffees and the coffee beans are custom made and imported from Indonesia, but still within in a very affordable price. This method will not only benefits our café, but it will definitely attract more customers especially the students. This will also bring the café to having more regular customers due to the discounts offered by our cafe.

### ***1.3 Media and Internet***

There are many ways to promote our business to the world. For instance, we can use internet to excess on the social medias such as Instagram and Facebook. Social medias are considered as the fastest way to promote our business as everyone definitely have their social medias accounts. Unplugged Coffee Cafe created an account on both Instagram and Facebook in order to promote their business to the world. This is because most of the entrepreneurs promote their business using the social medias.

### ***1.4 Social problems***

Social problems might affect our business as people would have their own perspectives and opinions about social problems happening around them. when it comes to safeness, people would pick places where they would feel secure opening a business there. For example, opening up a shop in a busy area is quite secure-able as it is not only guarantee that there will be a lot of customers but a lot of witnesses to take care of our cafe, just in case if there is anything happening to our cafe.