



UNIVERSITY OF TEKNOLOGI MARA MERBOK KEDAH
ENT 300 FUNDAMENTAL OF ENTREPRENEURSHIP

COMPANY NAME: *CREMA CAPULUS*

PREPARED BY:

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EXECUTIVE SUMMARY

Dalgona coffee is a beverage made by whipping equal parts instant coffee powder, sugar, and hot water until it becomes creamy and then adding it to cold or hot milk. Occasionally, it is topped with coffee powder, cocoa, crumbled biscuits, or honey. It was popularized on social media during the COVID-19 pandemic, when people refraining from going out started making videos of whipping the coffee at home, by hand without using electrical mixers. The name is derived from ***dalgona***, a Korean sugar sweet, due to the resemblance in taste and appearance, though most dalgona coffee doesn't contain *dalgona*.

Just like any regular coffee, dalgona coffee can improve energy levels, making people feel less tired and smarter. In fact, instant coffee contains **several antioxidants and nutrients** that may benefit health in numerous ways, including a reduced risk of type 2 diabetes and liver disease. The instant coffee delivered a burnt taste and after mixing the whipped topping with the milk base, we found that, even diluted, the instant coffee was overpowering. We'll admit that the Dalgona coffee drink is **simple to make, creative and aesthetically pleasing**, but the taste falls short.

Though there are many other companies that sells Dalgona's, our company has been planning to make changes of our menu which will attract attention of people who loves caffeine. As we are in term of lockdown, our company decides to sell it online, which we will be posting all the ready-made *dalgona* items for customers and they just need to pour on the coffee and put in whip cream on top of it. It is more likely saving their time by not making it themselves.

Crema Capulus was developed by five business partners, namely Nur Aisyah Binti Annuar, Muhamad Amirul Hafiz Bin Samsuri, Nur Ainn Binti Md Khotar, Muhammad Nasrul Hakim Bin Mohd Noor and Muhammad Akbarulazfar Bin Mohd Azhar. Crema Capulus is located at 63D, Ground Floor, Bangunan Ka Yin, Jalan Sultan, 50000 Kuala Lumpur. Opening hours starting from 10am – 6pm every Tuesday till Sunday and closed on Monday.

CHAPTER 1: INRTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

Crema Capulus is a company that sells dalgona coffee along with other side dishes such as desserts, but we produce only dalgona coffee. The factors in selecting this business are because it is easy to produce and dalgona coffee has been trending and going viral throughout the pandemic starting in 2019.

It's all the rage on TikTok, Instagram and Facebook but the dalgona coffee challenge has roots in a South Korean Street treat popular in the 70s and 80s. The new craze then started in January when Korean actor Jung Il-woo showed how to make the drink. All over social media people are taking the dalgona coffee challenge and posting their creations. This is how we wanted to start our business as the popularity is still in the heat.

1	Name of the business	Crema Capulus
2	Business Address	63D, Ground Floor, Bangunan Ka Yin, Jalan Sultan, 50000 Kuala Lumpur
3	Website/Blog/ email address	cremacapulus@gmail.com
4	Telephone Number	01110688485 (general manager) 0104361988 (administration manager)
5	Business Main Activity	Dalgona Coffee
6	Date of Commencement	
7	Date of registration (30 days before commencing)	

i. Name of the main product / service: Dalgona Coffee

ii. Selling Price: 1 box (set) for RM 25 including postage / 1 for RM 6.50 (normal takeout/in cafe)

iii. Product/ service features: A combination of milk, coffee, and whip cream

iv. Product/ service benefits: Improve energy levels and Making people feels less tired

v. Product/ service uniqueness: Use any type of coffee and customers can choose their topping and free gift book also provided

vi Product Label (Design)

