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DIPLOMA IN ESTATE MANAGEMENT (AP115)**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**AERO LOUNGE CAFÉ**



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## TABLE OF CONTENTS

<b>NO.</b>	<b>CONTENT</b>	<b>PAGE</b>
i	EXECUTIVE SUMMARY	i
1.0	BUSINESS DESCRIPTIONS 1.1. Name of Business 1.2. Factors in Selecting the Proposed Business	1
2.0	COMPANY BACKGROUND	2
3.0	COMPANY LOGO/MOTTO 3.1 Logo Description/Motto 3.2 Vision 3.3 Mission 3.4 Owner Description 3.5 Product/Service Description	3 - 9
4.0	ORGANIZATIONAL/ADMINISTRATION PLAN	10 - 12
5.0	MARKETING PLAN	13 - 21
6.0	OPERATION PLAN	22 - 24
7.0	FINANCIAL PLAN	25 - 26
8.0	BUSINESS MODEL CANVAS (BMC)	27
ii	CONCLUSION	28
lii	REFERENCES	29
iv	APPENDICES	30 - 40

## EXECUTIVE SUMMARY

Aereo Lounge Café is a café with a flight theme. We choose this name because it relates to our theme. The meaning of 'aereo' was come from Italian word which is 'Plane'. Aereo Lounge Café also provide various type of drinks and foods. Our café was a partnership business. There are various type of cake and coffee. Honey Coffee with Honey Comb is one of our signature drinks; the specialty of this coffee is that we used high-quality ingredients to keep the flavour. We have a cloud cake for food. This cake is unique in that it comes in five different flavours and is shaped like a cloud. Nuggets are the next specialty of our food. This is due to the fact that it is a plane-shaped chicken nugget.

Next, we have a few different target markets that our company aims to increase our target profits and sales. For this product, our target market is people who loves coffee, likes to hang out with people in a chill environment and who wants to try out some rare designed café. First and foremost are Fera Resident. This is because people nowadays are too lazy to go out even when they are hungry, so they end up boiling a packet of Maggie. However, because Aereo Café is located on the ground level of a fera residence, which has condominiums on the upper level, the occupants of the condominiums at fera residence become our target customers because they do not need to drive their car to get something to drink or eat. Second target market are university students. Since the concept of our café is unique which is a flight themed, youth people tends to try and experience new things. Besides, students do need coffee to wake they up when studying. The stress of studying, with all the deadlines, responsibilities, and social pressures causes most college students to rely a little more on coffee. Thirdly, our target market is come from both genders. This is because we trust the fact that both genders would prefer to spend their time in cafes to release their stress, meeting people or just having a coffee and a slice of cake. Fourthly, our target customer's age would be in a range 18 to 60 years old this is because they can afford to pay the bills and the percent for coffee lover in these range are quite high.

To summarise, our café was located at Fera Residence Wangsa Maju in Kuala Lumpur. We chose this location because it was strategically advantageous. It was close to public transportation, including the LRT, MRT, and others. Aside from that, there are plenty of parking spaces near our café. This location is one of our benefits in attracting more customers to our café.

We also obtain a loan of RM 60,000 from Maybank Berhad. The loan was intended to provide us with the capital we needed to launch this business. We also registered with Suruhanjaya Syarikat Malaysia (SSM) to open this café and have purchased fire insurance to avoid any incidents.

## 1.0 BUSINESS DESCRIPTIONS

### 1.1 Name of the company: Aereo Lounge Café

The main reason we chose Aereo Lounge Café as our café's name is because the meaning of Aereo is a plane in English. The meaning of lounge is lie at full length. To simplify, it means a place where people sit and relax. It is related to our business theme where it is a coffee shop for our customers to sit and relax with their coffee, snacks, or dessert with their beloved person in a café with a plane interior design. Both of these words were translated from Italian, where we found the outcomes for its name is quite nice.

### 1.2 Factors in selecting the proposed business

a) Low competitor to attract

where our business located, it has low competitors which also have flight- theme café and menu. Customers would want to try out our special concept café instead of going to a typical coffee shop.

b) Easy to create external stimuli

The coffee that we made with high quality coffee beans is easy to create stimuli because naturally coffee has their own scents that can attract customers to stop by our shop and grab a cup of coffee especially when it is coffee lover.

c) Create supply

The coffee shop creates supply rather than creates demand. This business creates a variety of menu items that includes elements of the plane which are rarely found so then it can create a demand for customers.

d) Perfect place to meet people

We provide cozy and chill places for people that want a peaceful surroundings when meeting people especially if they want to study or have a date.