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CRAVING CREPE CAFE

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EXECUTIVE SUMMARY

Craving Crepe Cafe is a form of business based on partnership which selling 8 different variants of crepe that will catch attention of dessert fans. This idea was taken by our company to fulfill the market and taking advantage from the situation such as Movement control order in Malaysia. Basically, Craving Crepe Cafe provide 8 different flavor of crepe which is Vanilla Latte, Cadbury Black Forest, Strawberry Cheese, Tiramisu, Red Velvet, Kinder Bueno, Oreo and blueberry flavor. Therefore, our business took a risk to launch the new flavor of crepe that never been sale before that make our business unique and different from the others competitor. Usually, these crepe products are only sold in online platform and on certain stores such as night market. But our stores prioritize this crepe product and served this product in café style which giving us big advantage to get attention from all the dessert and non-dessert fan around Malaysia.

Our business has potential to growth faster with our target market, which is among the teenagers, This is because of the habit of teenagers who likely to eat something new. To be precise. The premise of our business located near to the universities. This giving us huge advantage because teens are even more prone to investing in and consuming sweet food during the day. Our premises are arranged in a cafe style that provides comfortable tables and chairs to our customers, this will attract teenagers to come before and after class to have a chill and relaxing while enjoying the uniqueness of our crepe products. Our business also focusing on family, we provide the best service to serve and solve any problems within our range of knowledgeable. Craving Crepe Cafe also accepting any big order for any event, for example is for the birthday party.

For the financial features, our business initial capital is RM 500,000 with own contribution of our partnership which is RM 20,000 per person that consist of 4 persons. The sales forecast to be expected on year 2022 is RM 507,500. Furthermore, our cash inflow collection of Craving Crepe Cafe on basis term of year 2022 is at RM 617,315.30 while our cash outflow was RM 503,366.80 after minus the cash outflow from cash inflow was RM 113,948.50 that will be our profit for year 2022. Basically, Craving Crepe Cafe getting a good return on investment. Our management team that formed from 4 people is talented and has a big knowledgeable about business, marketing and

financial project, we only choose the best partner to form with to get the better results of our investment in this business.

Craving Crepe Cafe is a legal form of operation to be consider. Our current location of business to be expect is at 29, Jalan Plumbum R7/R, Seksyen 7, 40000 Shah Alam, Selangor which is the strategic place for our business which is crepe due to near to main road and education center such as universities. We believe that Craving Crepe Cafe has a big market potential due to percentage of dessert lover across Malaysia. Our business is strictly adapting the use of high quality and germ-free materials by always wearing gloves when serving our product. After conducting test marketing for our product, we believe that there are many of teenagers out there that would like to try and taste our variants crepe that rich of sweetness and natural flavor. Basically, not only in Malaysia but all the teenagers worldwide also like to eat sweet food such as Crepe.

1.0 BUSINESS DESCRIPTIONS

1.1 Name of the company

Craving Crepe Cafe. The reason why we choose that name is because it is inspired by our company name, which is Craving Crepe, which is everyone that eat our crepe will be craving to eat it more and more. Due to the variety of flavor, it will make everyone will craving to eat more than one flavor.

1.2 Factors in selecting the proposed business

The factors we choose this proposed business is the first is it is unique from others. Our crepe is presented with a various type of flavors because basically now we can see the sellers or entrepreneur selling crepe majority are selling durian crepe. There are some of the people who not eating durian so they cannot eat even taste what is crepe. So, here we create a variety of flavors of crepe, and everyone can eat them. The next point is, we choose this business because it is an affordable food. Which is the price of each pack only RM15 and it is affordable to buy. If we set the price to high, the possibility to get a potential