



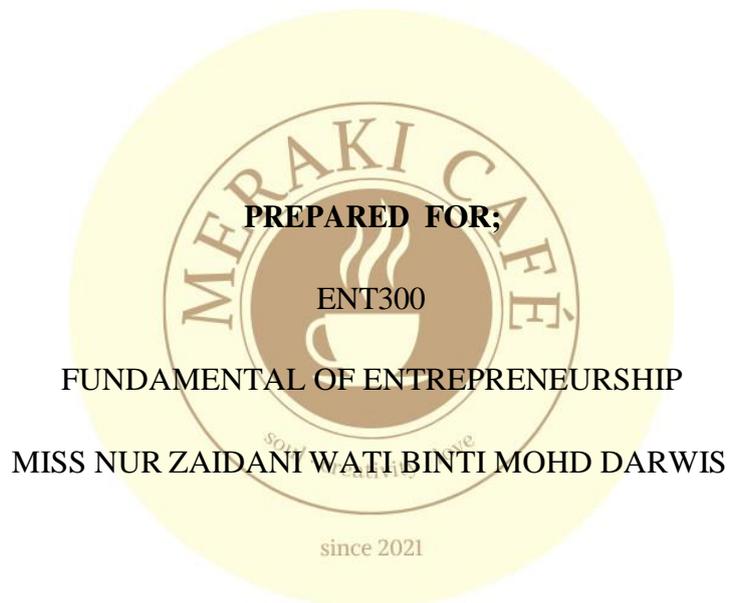
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FUNDAMENTAL OF ENTREPRENEURSHIP



BUSINESS PLAN;
MERAKI'S CAFÉ

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1.0 Executive Summary

Meraki Sdn. Bhd. is a partnership company managed by 5 people who have been good friends for years. Under this company, they have decided to open up a coffee shop called Meraki Café. All of the members held important positions in the organization which are the general manager, administration manager, marketing manager, operation manager and finance manager. Aside from loan, each member has contributed MYR 10,000.00 to be able to open up their dream café.

There are few factors of why this café is going to be built. The first factor is because of their love of coffee, they wanted to sell a high quality of coffee yet affordable to purchase. Many coffee shops sell good quality of coffee but almost all of them are expensive to be bought daily. Besides, from their experiences as a student, it is hard to find a good coffee shop that is student-friendly. Thus, this café was created as they wanted to provide a calm, cozy, inspiring, and aesthetic place for people, especially students, to enjoy their time and do things freely such as studying, hanging out, group discussion, reading and many more.

Not to worry, just because it is mentioned to focus on students, does not mean this café is not for everyone. This café welcomed all people be it working people, adults, housewives and elderly. What could make this café to catch the attention of adults is where it will be located. This café is located near to Bandar Seri Alam, Pasir Gudang, Johor, which is near to education hub, residential and workplace. It is easy to reach by car or walking as it is near to the center of the city and the parking is always available. Hence, there will not be any traffic jam just to get a cup of coffee from theirs. The environment of the café is also calming and relaxing as the location is not as busy as in the city.

In order to achieve their goals, good plan must be made to ensure the smoothness of the business journey. Every team member is responsible to provide their own plan, relating to their duties. For instance, administration manager will be providing good administration plan to control and maintain the business routines while marketing plan will be providing its own plan on how to advertise the products or services offered by the café. For operation team, the plan must be made to outline the key activities and targets that will be undertake by the company. Last but not least, finance team will provide the overview of the café financials and projections for growth.

2.0 Business and Owner Description

Meraki Sdn. Bhd. is a company managed by five young people which soon will open up a café under the name of Meraki Café. In order to build up our dream café, there are going to be five positions in the organization that will play the most important roles. The positions are the general manager, admin manager, marketing manager, operation manager and finance manager. In this context, every position has different functions and will manage different parts. Hence, let's get to know us and our business throughout this business plan.

2.1 About Us

Meraki Café is a coffee shop business under Meraki Sdn. Bhd. which based in Pasir Gudang, Johor. The café is located near to education hub, residential, companies and industries. Hence, it will be very convenient for the students, residents and workers to get their coffee, be it early in the morning or late at night. The other reason to establish this café is to provide a cozy, inspiring, and yet aesthetic place for people, especially students to spend their time relaxing or studying at ours. Our café can provide hot and cold beverages approximately like a famous coffee shop, as well as snacks to munch on. The difference between our café to the other is that we will also provide as many interesting books as we could. Thus, not only the customers could enjoy their coffee, they could also read the books provided. Finally, we will make sure that our little café can give the impact that we want as our café name, Meraki suggests. We want people to express doing something with soul, creativity, and love, and be able to put themselves in whatever they are doing.

2.2 Objectives

The objectives of our proposal are:

1. To provide high quality of hot and cold beverages especially coffee at affordable price.
2. To provide comfortable place to spend time, study and relax.
3. To provide conveniences such as Wi-Fi, power supply, and books to the customers.