



UNIVERSITI TEKNOLOGI MARA

(KAMPUS SAMARAHAN)

BUSINESS PLAN

AOI KAFE

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1.1 INTRODUCTION

Name of Business

The name of our business is AOI CAFE. The word “AOI” means “blue” in Japanese. The pronunciation of “AOI” is Awei. Meanwhile, “CAFÉ” is a place that people can relax and spend time together. The significance of the word blue in our business is to describe our intention to create a place that can give a comfortable situation for our customers. In our café is we want our customer to feel free from other problem, relax and enjoy once they step in our café.

Nature of Business

In Aoi Café we offer our customer a place they can enjoy and relax neither with someone, family or even alone. As café mentioned people will directly focused or thinking about food and beverages. In our café, we encourage our customers to be more serious in healthcare. We want to produce new generation that is free from variety of diseases. Thus, create new lifestyle to be followed in the future.

JAPANESE FOOD.

Nowadays, people are looking for something new regarding food they took. They want to be healthy, non-fat food and etc. To comply with the customers needs, we decided to serve Japanese food in our café. As research conducted people in Japan has higher rate of long life living person. It is because the meal they took is either by steaming, soup, or high fibre ingredients.



2.0 INTRODUCTION TO THE ADMINISTRATION PLAN

A good administration is important in order to achieve a successful business. Administration is consists of a group that running the activities of administration and have an authority to administer an organization and they are consists of General Manager, Administration Manager, Operational Manager, Marketing manager, and Financial Manager. Administration department also helps company to become effective and efficient business. Therefore, it is important for the company to set up their vision, mission, goals, objective, and strategies

2.1 COMPANY'S VISION

Our company had stated the vision which may help and improve our company's performance so that our business will run smoothly. Our company vision is stated below:

Open new branches of AOI Cafe company

We planned to open new branches of selling and giving service of café and spa. After 5 years, our business can maximize profit and minimize cost.

Become the best medical purpose.

We want to be one of the business that produce medical propose than other café beside giving a café service, there giving a fish spa service that help to clean a black cells and others.

To be internationally recognized café in the future.

To be an independent café that can compete with other establish café in the world. And be a leading café in the country that introduced new style of café.



3.0 MARKETING DEFINITION

The word “marketing” derive from the word “market”, which means a place where people buy and sell goods. Marketing can be defined as an effort, which is conducted systematical to increase the sales of goods and services that are offered as long as they don’t go to the religious and human ethics.

Marketing is not simply the task of selling goods and services. It is means of trying to ensure beforehand that the goods or services that are organization products conform to what potential customers want and will to buy. Marketing should be present from the beginning of an enterprise to make a product of offer services with information about its sales prospects and assessments of its likely profitability.

With the effective marketing plan, we grab customer’s attention to buy our new product. We believe we could influence our customers and buy at the same time we able to meet the high demand for customers. We also ensure our marketing plan within our business scope, not only to satisfy the customers by using our product of offer services with other competitors. To ensure that our business is well known and compete in the market, we will analyze the market according to the aspect below:

- Market structure
- Market target
- Market size
- Market share
- Competitors