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BUSINESS PLAN



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# EXECUTIVE SUMMARY

Sweet Central Café is an appealing culinary wonderland prepared to transform the café experience, serving a broad menu of high-quality coffee, scrumptious cakes, tempting pastries, and wholesome meals. Sweet Central, a dynamic business, is dedicated to providing a remarkable mix of flavours, an engaging environment, and great customer service. Sweet Central wants to establish a position in the competitive food and beverage sector by focusing on developing a community hub for coffee fans and culinary enthusiasts alike. Sweet Central is a business that was established by the partnership of 5 hardworking and talented friends who hold important positions in this business. In terms of finances, this business started with a loan. Which is debt that that given by individuals or some trusted entities. This café located at Jalan Salasilah. U2/17, Taman TTDI Jaya, 40150 Shah Alam, Selangor. This location is strategic for our café because it is the center of the city and many people are aware that many kinds of food are popular here. This location also benefits with many parking spots ready for our customers. The café industry continues to thrive, powered by the global love of specialty coffee and increased desire for one-of-a-kind culinary experiences. Sweet Central Café has carefully positioned itself to capitalize on the trend by providing a comprehensive menu that appeals to a wide range of tastes and preferences. Individuals looking for a comfortable venue for informal meetings, friends looking for a cozy hangout, and professionals in need of a quick yet fulfilling lunch amid their hectic schedules are all part of our target market. Sweet Central Café stands itself from the competition by offering an appealing variety of handcrafted coffees, gourmet pastries, and deliciously created meals with reasonable prices. Our prices start at around RM 10 until RM 190 only, with this price customers can get an amazing and satisfying experience with our café. This is because, our baristas have been trained to make the ideal cup of coffee, ensuring that our customers have a consistent and great experience. The use of locally produced, fresh ingredients in our meals and baked goods distinguishes us even further, encouraging sustainability and supporting local producers. Multi-channel marketing approach has been used to promote Sweet Central Café, including social media campaigns, rewarding customers with loyalty cards, and using a stamp loyalty card with the offer “buy 9 coffees/desserts & get 30% discount. To accommodate the increased demand for the Sweet Central experience, future growth plans involve exploring other sites and maybe introducing franchise options. Sweet Central Café strives to be a culinary destination, combining the art of coffee-making with delicious pastries and savoury dishes. Sweet Central intends to become a cherished destination for coffee and food fans, with a focus on quality, customer happiness, and community participation. As we begin on this adventure, we will be grateful if our customers join us in making Sweet Central Café a memorable and gratifying experience.

## 1.2 PURPOSE OF BUSINESS PLAN

Business plans are also known as a working paper, business proposal, project paper, or prospectus. The Business Plan is essential when applying for business financing and to guide the entrepreneur in the business planning and implementation process. A business plan consists of the company background, owners background, business location, marketing plan, operational plan, organizational plan, financial plan, and summary. Preparing a business plan is essential to the growth and survivability of a company. The purpose of business plan for Sweet Central Café including:

- 1) To evaluate the viability of the Sweet Central business
- 2) To plan for business resources effectively
- 3) To apply for business financing
- 4) To use as a guideline for the planned business
- 5) To avoid making mistakes that could potentially harm our business.
- 6) To set better objectives and benchmarks against vision and missions.
- 7) To allow us to have opportunities, make better decisions, and have high potential for the future of the company.

