



اَوْنِبُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا
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FUNDAMENTALS OF ENTREPRENAURSHIP

GROUP ASSIGNMENT :

BUSINESS PLAN

CO & CO CAFÉ

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1. EXECUTIVE SUMMARY

CO & CO Café is a café that mainly produce a unique flavour of cookies and freshly brewed coffee. Our chewy, gooey and affordable cookies pairing with intense and luxurious aroma coffee is the main point of this business even we are in the heart of Malaysia, Kuala Lumpur. CO & CO Café is located at one of the main tourist and local attractions which is Petaling Street, Kuala Lumpur. The location will be convenient to customer as it is near to the LRT station. The interior design of the café was crafted and planned which a lot of minimalists, soothing, and comfort elements to convey a welcoming atmosphere to the customers. Our café main objective is to portray and offering a calming and relaxing ambience to customers while enjoying the perfect combination of cookies and aromatic coffee. The design will be ideal setting for relaxation or catch-up session with family, friends, and even for individual that wanted to have a moment for them. Our main target customers are for office workers and students who wanted to grab a coffee early in the morning to boost up their caffeine intake or to have a relaxing session while having a coffee and a bite of sweetness from our cookies. Additionally, the availability of Wi-Fi makes it ideal environment for customers to focus on completing their works and assignments. The prices offered are moderate and affordable for all income levels. This café is owned by a group of enthusiastic best friends who want to help the community in achieving a sense of calm and clarity which are important for our personal well-being and mental health. The barista and bakers employed have been attending courses to enhance their skills, knowledges and experience to ensure the quality of our products meets the customers standards. We take every aspect of our business seriously from all departments including finance, administrative, marketing, and operational. All details are carefully considered and executed to ensure the highest level of satisfaction, quality, and services. We strictly adhere to all applicable taxes, regulations, and food safety procedures, ensuring compliance at every steps. Our dedication to these processes showing our commitment and passion to provide a seamless and memorable experience to our customers. By prioritizing excellence in every area, we aim to create and offer a safe, enjoyable, soothing, and calm dining experience for everyone who walks through our doors.

4. ADMINISTRATION PLAN

1.1 VISION, MISSION, & OBJECTIVES

VISION

- To be globally known escapism sanctuary where customers can a piece of solace and comfort from the hectic pace of life, indulging in the soothe of exceptional coffee and cookies.

MISSION

- To provide an affordable and delicious cookies paired with freshly brewed coffee, all within a peaceful ambience and soothing environment that allows customers to relax and unwind

OBJECTIVES

- To increase café profit minimum 20% annually
- Ensuring customers can enjoy every sip of coffee and bites of cookies with affordable prices
- Providing a place for customers to release tensions and stress from work and studies
- Create a healthy and unite bonding for all workers
- Ensuring company ability in handling and solving any risk or problems by inventing ingenious solutions to remain relevant and competitive in market
- To increase number of branches in other areas
- To launch new cookies flavour either for seasonal or annually
- Launch a collaborative campaign with Malaysian artist twice a year
- To maximise cost reduction