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UNIVERSITI
TEKNOLOGI
MARA

COLLEGE OF COMPUTING, IN FORMATICS AND MATHEMATICS

ENT300

(FUNDAMENTAL OF ENTERPRENEUSHIP)

BUSINESS NAME:

HIKARI CAFE



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1.0 EXECUTIVE SUMMARY

Hikari Cafe is a contemporary cafe inspired by Japanese culture, offering a unique combination of premium pastries, specialty coffee, and savoury food. Established with the vision of bringing the authentic taste of Japanese pastries to a modern cafe setting, Hikari Cafe aims to provide customers with a cozy and inviting space to enjoy quality food and beverages.

Our menu is centered around handcrafted Japanese pastries, such as creampuffs and mochi-based treats, paired with expertly brewed coffee and a selection of comfort food options. Using only the finest ingredients and traditional techniques, we deliver a dining experience that blends authenticity with innovation. The cafe is designed to embody elegance and warmth, creating a serene environment that appeals to both individuals and families seeking relaxation or a place to connect.

Hikari Cafe operates with a customer-focused approach, offering dine-in, takeaway, and online delivery services to cater to diverse preferences. Our financial strategy is structured to achieve profitability within the first year, supported by strategic marketing campaigns and seasonal promotions to attract new customers and retain loyal patrons.

With a commitment to quality, creativity, and customer satisfaction, Hikari Cafe aims to become a leading name in the cafe industry, setting itself apart by offering a truly unique and memorable experience inspired by the art of Japanese pastries and cafe culture.

2.0 INTRODUCTION

2.1 INTRODUCTION TO THE BUSINESS

i	Name of the business	Hikari Cafe
ii	Nature of business	Partnership
iii	Industry profile	Food industry
iv	Business Location	Cyberjaya, Selangor
v	Date of commencement	1 June 2025
vi	Factors in selecting the proposed business	a) Location b) Skill and experience c) Market Demand
vii	Future prospects of the business	a) Increasing demand for unique desserts b) Growing demand c) Growth in dessert cafe markets

2.5 Business Location

2.5.1 Factors Influencing Choice of Business Location

Since our business is still in the beginning stages of its progress, we have decided to rent a shop lot located in Third Avenue, Cyberjaya. We have agreed with the tenant to pay a monthly rent of RM3,500. We chose this shop lot as the monthly rent is considerably affordable compared to other shop lots. Furthermore, we chose this shop lot as it is near to our targeted customers. For instance, our shop is located nearby Multimedia University (MMU), where students can come and have their time to study in our cafe while having our delicious Japanese creampuff. Moreover, our shop is located near MRT Cyberjaya City Centre which is about 3.3 km in distance, and it takes 7 minutes to reach our shop from the MRT station. This shows that our shop is close to transportation access allowing our manpower with no transportation taking a ride on public transportation.

2.5.2 Office Location

