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BUSINESS PLAN

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1.0 Introduction

We are planning to open a business consisting both Cyber and Cafe that providing various services such as internet access, printing, photocopy, fax, and also ordering for foods and beverages in the same time. Our business location is at Sulaman Sentral, Kota Kinabalu. Since there is no business that is consisting both cyber and cafe in this particular area, we choose this location as our business location.

Sulaman Sentral is a very strategic location for our business because the students from UiTM, Politeknik, and other education firm normally go there for leisure. When they realized that there is a newly opened shop that provide most services that giving the students benefits, the will definitely come there to doing the works and finishing their assignments.

The logo above is our official business's logo. The logo means that we are providing computer technology services, and the logo means that we also provide food and beverages service. The logo itself shows the trademark that we are simple but professional in delivering our information about our services to the customer. We make this simple logo as our official business's logo because we want something that is simple to the customer and easily recognize us.