



ACADEMY OF CONTEMPORARY ISLAMIC STUDIES (ACIS)
DIPLOMA IN HALAL MANAGEMENT (IC120)
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT OF
KAKI COFFEE ENTERPRISE



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1.0 Executive Summary

Kaki Coffee Enterprise is a start-up café located in the heart of Kuala Pilah. The café aims to serve high-quality coffee and pastries in a cozy, modern, and community-friendly environment. Our core offerings include handcrafted beverages such as coffee, chocolate and sparkling drinks, along with fresh pastries like croissants, cookies, bagels, sausage rolls and doughnuts.

The business targets both frequent and occasional café-goers within Kuala Pilah, particularly young professionals, students, and families seeking an affordable and welcoming hangout spot. Based on market analysis, approximately 3,500 people are identified as potential customers, with an estimated total market value of RM210,000 per month. Kaki Coffee is projected to capture 20% of this market, generating an estimated monthly revenue of RM100,000.

This business operations will focus on quality products, excellent customer service, and strategic marketing to attract and retain customers. The financial plan includes detailed budgets, start-up costs, projected cash flows, income statements, and balance sheets for three years. Funding will come from a combination of owner's equity and external financing.

Kaki Coffee Enterprise is committed to building a strong brand presence and becoming a favourite local café in Kuala Pilah through consistent quality, innovation, and community engagement.

2.0 Introduction

Kaki Coffee Enterprise is a newly established café business based in Kuala Pilah, Negeri Sembilan. Founded as a partnership, the business focuses on serving quality coffee-based beverages and light pastries in a cozy and welcoming environment. As the demand for casual dining and specialty coffee continues to rise, Kaki Coffee aims to offer a unique café experience that blends great taste with comfort and local charm.

Driven by the vision "to be the everyday café of choice where flavorful coffee, refreshing drinks, and comforting pastries come together to create meaningful moments and lasting friendships," Kaki Coffee positions itself as more than just a café, it aspires to be a space where community and connections grow.

Its mission is "to serve high-quality coffee and light pastries at accessible prices, while cultivating a space where everyone from busy students to leisurely sippers feels welcome, relaxed, and at home." This mission shapes every decision made by the team, from menu offerings to customer service experience.

With a strategic location in the heart of Kuala Pilah and a commitment to excellent service, Kaki Coffee Enterprise aims to attract a diverse customer base, including students, professionals, and families. By combining affordable pricing, quality ingredients, and a warm ambiance, the café hopes to build a loyal following and become a staple in the local community.

2.1 Factors Selecting Business

There are several key factors that influenced the decision to venture into the café business under Kaki Coffee Enterprise. Firstly, the growing café culture in Malaysia presents a promising opportunity. The café lifestyle is becoming increasingly popular among youth and working adults who seek cozy, comfortable spaces to relax, do work, or meet friends. This rising trend indicates a steady demand for quality coffee and welcoming environments.

Secondly, the decision was driven by the team's personal interest and passion for coffee and café operations. Their genuine enthusiasm for crafting great beverages and running a café business provides strong motivation to continuously improve product quality and enhance customer