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BUSINESS OPPORTUNITY REPORT OF:



ICELIFÉ SPACE

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1.0 EXECUTIVE SUMMARY

ICELIFÉ Space is a new café concept in Pilah Gateway, Kuala Pilah, Negeri Sembilan. It marries the comforts of a dessert café with many types of book and facilities meant for students. Because it is designed as a quiet little cocoon for study and reflection by students and young professionals, they enjoy the best ice cream, drinks, free Wi-Fi, and a curated collection of books while surrounded by serenity. The business is registered as a partnership and was registered on 27 June 2025 with operations slated to commence on 15 August 2025. The vision is to have it being known as the community café for Negeri Sembilan, combining elements of relaxation, learning, and healing. The mission describes the business's endeavour to provide cheap and serene space for studying, relaxing, or socializing with great food and drinks.

Business opportunities also face fierce competition from ICELIFÉ's market, which consists mainly of students from 15 to 30 years, lecturers, and young workers seeking an affordable and conducive space for study and leisure. The strategy will centre on activities such as student activities and promotions, discounts for loyalty members, and theme events for some of its loyal customers. The café predicts that during its first year, it will possess approximately 20% of the local café market share, with a total projected sale of RM458,372.

As for operational hours, ICELIFÉ Space will work from about 9 a.m. to 10 p.m. throughout the days, with 13 staff members hired for different roles. The layout spans two floors with study cubicles, dining areas, private spaces, plus a prayer room. Equipment-wise and to name a few, you have the coffee machine, the ice cream freezer and POS system to make it all run smoothly. On the financial side, RM121,268 will be needed for its initial capital, brought together through owner capital, loans, and hire purchase. The business aims to turn a profit of RM5,000 within its first three months, hit ROI within six months, and attract 200 loyal customers by the end of the year. It's this mix of esoteric dessert and an intellectual environment where ICELIFÉ Space can provide a special customer experience aimed at enabling productivity and relaxation right in the heart of Kuala Pilah.

4.0 ADMINISTRATION PLAN

4.1 Business Mission, Vision and Objectives

ICELIFÉ Space mission is to provide a comfortable, quiet and affordable space for students and the community to de-stress, study, and enjoy dessert in a friendly café atmosphere. It guarantees a calm environment in which clientele may go ahead to study a bit or just having some delight with desserts and beverages from their strange palate. The café offers free Wi-Fi, charging facility, and a book to enhance working and recreation. The intent behind establishing ICELIFÉ Space is to promote an amiable setting for socialization.

ICELIFÉ Space vision is to become the community café of preference in Negeri Sembilan by offering an unusual mixture of relaxation, education, and healing within a single facility. The cafe offers a friendly atmosphere for customers to relax, focus on studies, and refresh their minds and spirits. The overall intention is to stimulate the concept of togetherness and balance such that there will always be a rewarding experience lingering on from every occasion. Our tagline is “Cool Mind, Cozy Space”.

ICELIFÉ Space main objectives focus on the performance of revenues and community impacts. The first sales aim to yield \$5,000 RM in three months of its operation. An ROI perspective is set within six months to secure financial sustainability. Customer expansion is targeted at ensuring 200 regular customers within their first year. Lastly, ICELIFÉ Space aims to stock up with at least 100 loan books in its bookcafe within one year.