



اُنِيُوْ رَسِيْطِيْ تِيْكَوْلُوْجِيْ مَارَا
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BUSINESS PLAN

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EXECUTIVE SUMMARY

Fleurs de Bornéo Café (FdB Café) is a joint business project that has been formed to give a special café experience through a fusion of West café culture and the authentic taste and heritage from Borneo. The café in Oceanus Waterfront Mall, Kota Kinabalu, Sabah serves locally-sourced ingredients like Sabah coffee beans, pandan, coconut, cocoa and mango, for specialty beverages and pastries. The café's goal is to satisfy the increasing demand for an aesthetically pleasing place for people to meet for coffee and tea while introducing local products and culture through their creative food and beverage options. Unlike the other competitors, FdB Café is unique in introducing Bornean ingredients to the modern café menu, making it a memorable experience for locals and tourists alike.

They are run by 5 partners, who have specific key managerial positions in administration, marketing, operations, finance and general management. The vision of the café is to be a place that people want to go to, that will make them feel comfortable, create a feeling of creativity and connection to each other on the basis of a good product and excellent service. Its job is to provide affordable, quality food and drink in an inviting atmosphere and develop a customer relationship. Moreover, social media ads, digital marketing promotions, influencer collaborations, and grand opening promotions are all marketing strategies that can be employed. The café caters for teenagers, university students, working adults, families and tourists in the Kota Kinabalu area who enjoy the aesthetic café experience and locally inspired products.

FdB Café will be open 24/7 from 9am – 9pm and will have a barista, kitchen staff and cashier/service staff. The café applies efficient production planning, quality control measures and service to customers in daily operation. In addition, The total project implementation cost is RM53,540 which was funded with loan and partners' contribution. The financial projections suggest that the business is going to be very promising with projected first year sales of RM414,360, RM435,078 in Year 2 and RM456,831.90 in Year 3. Financial Ratios indicate good profitability and liquidity, and good long-term sustainability.

In conclusion, it is expected that Fleurs de Bornéo Café will be a profitable and sustainable business. The café promotes local suppliers, provides employment and helps Sabah's café industry and tourism industry. The café atmosphere at FdB Café is designed to be modern and authentic Bornean taste will be the selling point to attract locals and tourists to the café.

2.0 ADMINISTRATIVE PLAN

2.1 VISION, MISSION & OBJECTIVES

3.1.1 VISION

Our vision is to become the most loved cafe that inspires comfort, creativity, and connection through quality food, excellent service, and a welcoming atmosphere.

3.1.2 MISSION

1. To serve high-quality food and beverages that satisfy customers' tastes and expectations.
2. To create strong relationships with customers and become their preferred café choice.
3. To provide a variety of delicious menu options in a comfortable and welcoming environment.
4. To deliver excellent customer service with affordable prices for all customers.
5. To expand the café business successfully to different locations in the future.

3.1.3 OBJECTIVES

1. To create a clean, comfortable, and welcoming environment for customers.
2. To maintain proper hygiene, cleanliness, and food safety standards in the café.
3. To increase sales and profitability through efficient financial management and operations.
4. To encourage teamwork, discipline, and self-improvement among employees.
5. To build customer loyalty and maintain good relationships with customers.