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A3 BUSINESS PLAN REPORT

BREW HAVEN CAFE



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EXECUTIVE SUMMARY

Brew Haven Cafe is a business that is set up to give people an experience. We want to give our customers the food and drinks. We have coffee, drinks, desserts and light meals. You can buy food. Eat it here in a nice place. We also have spaces where you can study, work or just hang out with friends and family. We want to make it easy for you to get our food so we have a place to eat in take away wifi and delivery through GrabFood and Foodpanda.

Our name, Brew Haven Cafe says a lot about us. Brew is about making drinks and Haven is about giving you a comfortable place to relax. We want our cafe to be a cozy place. Our cafe logo has a drink icon. It is black which shows that our cafe cares about the customers of our cafe and we want to give the customers of our cafe the best. This makes our brand strong. We are committed to giving our customers service and products. Our customers are students, people who work, families and people who love cafes. Our location is good because it is close to people so we can have a lot of different customers.

We work hard to keep our prices low. Our products and services good. We use marketing talk to our customers make our services better and run our business well. Brew Haven Cafe wants to be the cafe that people in the area choose to go to. We want to grow and be successful, in the food and drink business.

1.0 INTRODUCTION

Our café is a place to eat and drink. We have a lot of coffee at our place. You can also get drinks, sweets and light food. Our coffee shop is really cozy. This means customers can unwind and have a time eating and drinking coffee. People can come to our coffee shop to study. They can do their work there. Our coffee shop is also a place to meet with friends and family, have some coffee and enjoy the sweets and drinks we have. We do not just have people eat at our café. Our café also has Wi-Fi, food to take away and we deliver food online through GrabFood and Foodpanda.

Our café wants to give people food and drinks and make sure they are happy. The people we want to come to our café are students, people who work, families and people who love cafés. Our café is near homes, schools and offices so we think a lot of people will come.

Our café wants to be the café that people like to go to. We want to do this by having food being nice to people and making sure they are happy. We will try to market our café have prices that are fair and always try to do better so our café can grow and be a strong café, in our area.

2.0 ADMINISTRATIVE PLAN

2.1 Mission

Our mission is to operate Brew Haven Cafe with professionalism and a strong commitment to customer satisfaction. .We want to make a welcoming comfortable place where people can relax and have meals, refreshing drinks and that friendly service feel. If we keep the cleanliness, hygiene, and overall efficiency top notch, we can offer a dining experience that just feels right, one that also makes customers come back and tell others about us.

Besides that, we're also aiming to get better all the time, not only in the short term. With innovation, shared teamwork, and paying close attention to customer feedback, we improve our products and services little by little. At the same time, we want to grow a stronger presence in the local market, using smart marketing tactics, responsible business habits and really steady day to day operations. And honestly we keep pushing forward, because progress is the point.. So by staying on that continuous improvement path and working toward sustainable growth, Brew Haven Cafe plans to earn a strong reputation, and keep creating long term connections with our customers.

2.2 Vision

Our vision is to become the preferred café between students and the local community, while somehow also keeping things simple with high-quality food, beverages, and solid customer service. Brew Haven Cafe wants to create a warm, cozy, and inviting space, where people can grab quality products, unwind a bit, chat, and end up with those memorable moments that stick around. We are aiming at building a strong, trusted brand that people recognize for steady product quality , helpful vibes, and a clear commitment to customer satisfaction.

And then there's this idea of going forward with continuous innovation, professionalism, and business practices that are more sustainable, so Brew Haven Cafe can push for long-term growth and eventually become one of the leading cafés right here in the local community.