



FACULTY OF HOTEL AND TOURISM MANAGEMENT

DIPLOMA IN TOURISM MANAGEMENT

BUSINESS PLAN REPORT

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EXECUTIVE SUMMARY

AKi. is a proposed beverage focused cafe business located at Peti Surat 212, Pekan Kundasang, 89308 Ranau, Sabah. The name “AKi.” is derived from “Aki Nabalu”, where “Aki” means grandfather or ancestor in the KadazanDusun language, while “Nabalu” refers to Mount Kinabalu. The name represents AKi.’s connection with Sabah’s cultural heritage, local identity and the natural beauty of Kundasang.

AKi. operates in the Food and Beverage (F&B) industry, specialising in high-quality beverages including specialty coffee, espresso based drinks and signature beverages. The cafe focuses on providing a unique customer experience by combining quality beverages, locally sourced ingredients and a relaxing atmosphere with a scenic view of Mount Kinabalu. AKi. supports local producers by incorporating Sabah sourced products such as Desa Cattle fresh milk and Tenom Robusta coffee beans into its beverages.

The business is established as a partnership consisting of four members responsible for administration, marketing, production and finance. Each partner contributes RM15,000, resulting in a total owner’s capital of RM60,000. To support the establishment of the cafe, AKi. requires a total start up capital of RM70,758, with the remaining RM10,758 obtained through external bank financing. The capital will be used for renovation, purchasing equipment, marketing activities, registration costs and initial operating expenses.

AKi. aims to become one of Kundasang’s iconic cafe destinations by offering affordable, high-quality beverages and memorable experiences for both locals and tourists. The target market includes coffee enthusiasts, students, working adults, families and visitors seeking a relaxing cafe environment. With its strategic location, use of local ingredients and unique branding, AKi. differentiates itself from existing competitors such as Anooh Coffee, Puncak Kopisanangan and Tapako Deck Cafe. The café will operate from Monday to Saturday, 11:00 a.m. to 9:00 p.m., supported by the four partners who will manage daily activities.

Through strong management, strategic positioning and commitment to promoting Sabah’s local products, AKi. aims to become a recognised cafe destination in Kundasang while contributing to the growth of the local community and tourism industry.

7	Future prospects of the business	Can expand by offering food delivery, online ordering, and catering services. Possibility of opening additional branches or franchising if the business becomes successful.
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1.2 PURPOSE OF PREPARING BUSINESS PLAN

1.2.1 To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.

A business plan helps entrepreneurs assess their business idea from different angles before starting a business operation. It allows them to identify the strengths and weaknesses of the business objectively rather than relying on assumptions. By evaluating factors such as market demand, competition, financial requirements and operational feasibility, entrepreneurs can make informed decisions, improve their strategies and reduce the chances of business failure.

1.2.2 To convince relevant parties of the investment potential of the project while serving as a guideline for managing the business and allocating resources effectively.

A well planned business demonstrates the business's potential to investors, banks and other stakeholders by presenting clear objectives, financial projections and growth strategies. It also acts as a roadmap for daily business operations by outlining goals, responsibilities and action plans. Furthermore, the business plan ensures that resources such as capital, manpower, time and materials are allocated efficiently, helping the business operate smoothly, control costs and achieve its long-term objectives.