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EXECUTIVE SUMMARY

Hideout Cafe is a new cafe shop in Kota Kinabalu, Sabah. We are focusing on a quiet cafe for people who want to enjoy their time and meal peacefully while their privacy isn't interrupted. Our cafe is in Tanjung Aru, Kota Kinabalu which was strategic cause not only can quiet people come, other normal people like family and students can feel the vibe of how and quiet vibe is real like while eating.

Our targeted customers are quiet people in the working force area around the age of 20 to 60 years old who like to spend time with their meal alone, quiet and peacefully. We also want to attract tourists or families who are visiting Kota Kinabalu and want to relax and feel the vibe of a quiet cafe. Many people who prefer a quiet place for healing or release stress from daily routines make these big opportunities for us.

Our cafe is committed to delivering exceptional value through our concept in combining quality dining and a peaceful environment at the same time. Our business aims to differentiate itself from other traditional cafes by emphasizing comfort, privacy, and customer well-being.

Our business is managed by a dedicated and professional team including the General Manager, Administrative Manager, Operation Manager, Marketing Manager, and Financial Manager. Together, we will oversee daily operations, financial management, marketing strategies, customer services, and business development. This will ensure the business will growth in the long term.

2. ADMINISTRATION PLAN

2.1 INTRODUCTIONS TO THE ORGANIZATION

Hideout cafe is managed and created by a team of five people who are committed to making the business successful. Our organizations were built on the spirit and passion where every person plays an important role in managing the cafe in Kota Kinabalu, Sabah.

The main goal of our organizations is to ensure that every daily operation is run smoothly and efficiently, the marketing reaches the right customers, and the financial records are well managed as well. By having a clear and professional management structure, we are surely providing high-quality products while maintaining a highly friendly, comfortable, and cozy atmosphere for the local community.

2.1.1 VISION

To become Malaysia leading business in quiet cafe that offers a peaceful, comfortable, privacy, quality food, and welcome environment for individuals seeking relaxation, focus and quality dining.

2.1.2 MISSION

To serve high-quality food and drinks at an affordable price with friendly customer services while respecting customer privacy.

2.1.3 OBJECTIVES

1. To achieve satisfaction rate at least 85% or above from customer feedback within the first year of business.
2. To attract and serve at least 200 customers on average per day within the first year of business.
3. To open a second branch within five years.