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EXECUTIVE SUMMARY

Calm Cup's cafe is a creative cafe that we created for people who are likely to be introverted or wanting some time to disconnect from the world. This cafe is located at Taman Likas Kota Kinabalu. Our main goal is not only to provide affordable and delicious food but we also focus on providing people with a quiet, peaceful and comfortable place to rest, doing work, reading and even just to eat either alone, with family or their friends.

Our cafe features are room-based set up instead of the traditional open-layout cafe with scattered tables. All our rooms are equipped with soundproof to ensure complete privacy and a distraction-free experience. Each room has also been thoughtfully designed with comfortable seating, soft lighting and minimalist aesthetic to create a perfect environment for reading, studying, working or simply relaxing. To further enhance the experience of introvert-friendly each room is equipped with tablet systems that allow guests to order food and beverages directly from their room. They can monitor the status of their orders and make payments without visiting the counter. Once the food is ready it will be delivered directly to the room door where there's a dedicated space provided to placing the items. A bell notifies guests when their orders have arrived to help reducing the interaction between the staff or the customers and if they have any questions regarding the menu or services guests can simply call or text the cafe through the tablets systems. There will be no additional charges for using the rooms making the experience seamless and convenient.

We also offer a thoughtfully food menu in a reasonable price but still in a good quality and portion sizes that equal to what the customer pay. We also had a specialty drinks that complement the calm and relaxing atmosphere of the cafe and other than selling the food in one single portion we adopts a meal package concept where each packages already include three meals which is the main course, dessert and beverages at a fixed and affordable and reasonable price. Customers are also allowed to customize their selections within the same package category with no additional charge through the in-room tablet systems. This approach help simplifies in decision making, reduces ordering stress and enhances convenience not to mention this can help maintain cost efficiency for the cafe. Overall, Calm Cup's cafe is more than just a cafe to enjoying food but it's also a place to let our guest rest and feel comfortable that can give them a pace to release they stress and tension by savoring a delicious food while adoring the side view of the bay without any interruption.

3.3 INTRODUCTION TO ORGANIZATIONAL PLAN

3.1.1 Vision

To be a peaceful sanctuary where introverts and learners can relax, focus, and enjoy every quiet moment with every sip.

3.1.2 Mission

Our mission is to create a café where every personality feels seen and at ease. We serve more than food and beverages. We offer comfort, connection, and a space that matches your mood, supporting both quiet reflection and lively conversation. One cup, one mood, one moment at a time.

3.1.3 Objectives

Specific: To create a quiet and comfortable environment with relaxing areas

Measurable: Achieve an average customer satisfaction score of 4.5/5 on comfort and noise level within 6 months of opening.

Achievable: Train staff to maintain a calm atmosphere and provide cozy seating arrangements suitable for individual work and reading.

Relevant: Support the cafe's mission to be an introvert-friendly and study-focused space.

Time-bound: By the end of the first year, increase repeat customers visits by 20%.