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EXECUTIVE SUMMARY

Whisk & Vibe Cafe is a modern and cozy café established to provide customers with high-quality coffee, freshly baked pastries, desserts, and light meals in a comfortable and welcoming environment. Our café is specially created for students, office workers, families, and local residents who are looking for an affordable place to relax, enjoy delicious food, and spend quality time with friends and loved ones. Our main goal is to create a warm and enjoyable atmosphere where customers can unwind from their daily routines while experiencing excellent food, beverages, and customer service. With a modern café concept and aesthetic interior design, Whisk & Vibe Cafe also provides an Instagram-worthy environment that enhances the overall dining experience.

What makes Whisk & Vibe Cafe different from other cafés is our combination of freshly baked pastries, premium coffee, and a comfortable dining space that caters to different customer preferences. Besides serving a variety of signature beverages, cakes, pastries, and light meals, we also provide seasonal menu promotions, loyalty rewards, and special discounts to encourage repeat visits. We actively promote our business through social media platforms such as Instagram, TikTok, and Facebook to increase brand awareness and engage with our target customers. Our friendly staff and quality service ensure that every customer enjoys a memorable café experience and feels welcomed whenever they visit.

Based on our financial plan, Whisk & Vibe Cafe operates with a realistic budget suitable for a small-scale café business. The business is managed by a team of partners responsible for administration, marketing, operations, and finance, ensuring that every aspect of the business is well organised and efficiently managed. We expect our sales to grow steadily over the first three years through effective marketing strategies, consistent product quality, and excellent customer service. Overall, Whisk & Vibe Cafe has strong potential to become a sustainable and profitable business while providing customers with a unique café experience that combines quality food, relaxing ambience, and exceptional service.

customers to enjoy both delicious refreshments and engaging culinary experiences. The organisation is committed to maintaining high standards of product quality, customer satisfaction, teamwork, and continuous innovation. Through strong leadership, well-trained employees, and effective business management, Whisk & Vibe Cafe aims to build a reputable brand that promotes creativity, community engagement, and sustainable business growth.

2.1.1 Vision

To be the leading edutainment culinary destination in Malaysia, where every guest discovers the joy of baking in a vibrant, community-driven atmosphere.

2.1.2 Mission

To provide a high-quality aesthetic cafe experience paired with accessible, interactive baking workshops that inspire creativity and social connection.

2.1.3 Objective

1. To provide high-quality food, beverages, and excellent customer service to ensure customer satisfaction.
2. To build a strong customer base through effective marketing and loyalty programmes.
3. To achieve sustainable business growth and profitability within the first three years of operation.