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3.0 ORGANIZATIONAL PLAN

3.1 INTRODUCTION TO ORGANIZATIONAL PLAN

3.1.1 Vision

To be the most unique and vibrant cafe destination in Kota Kinabalu, while also offering the most tranquil place to relax alone, with partners, or with family and friends.

3.1.2 Mission

To provide a fun, safe, and tranquil place where customers from different age and with different mind to unwind and relax while enjoying the sunsets at our cafe.

3.1.3 Objectives

Specific: To increase customers daily visits by promoting unique food and beverages packaging designs with a promotion.

Measurable: Gain 1000 social media followers and achieve 200 orders within the first few months.

Achievable: Host at least 1 organization within 3 months to help attract new customers.

Relevant: Improve customers satisfaction through hearing their feedback and improve the parts where we are lacking.

Time bound: Implement an online booking system where anyone or any organization could book the place for their own event or gathering by the end of the month to improve our efficiency in managing get together.

4.2 INTRODUCTION TO SERVICE

Brocelle Sdn. Bhd. Is a cafe hybrid with a self service photobooth established to deliver a unique, enjoyable service and memorial experience to customers that visits this cafe. This company also caters especially to students, families, working adults searching for tranquillity after working, and organizations that wanted to host events. At Brocelle, we are committed in offering a very high quality service , comfortable facilities, and a diverse vibe and aesthetics to ensure every customers that comes, can enjoy themselves and find peace when looking at the sceneries.

1. The proposed service = we provides and design events and make unforgettable experiences for our clients.
2. Brand = *Brocelle* Sdn Bhd.
3. Selling price = -
4. Service features = -
5. Service benefits = - Festival events will be conducted with seasons(the cafe will be themed according to the season) – reasonable prices – a lot of accesories to use for photobooth, free give away will also be given. – remarkable the product packaging design.
6. Service uniqueness = our cafe crafted a totally unique food and drink packaging where both of it will be combined, the photobooth also has a closed door photobooth and an open air photobooth according to the customers preferences.