

BUSSINESS PLANNING

ETR 300

KAFFA CELDI DE` CAFÉ

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SYNOPSIS

INTRODUCTION

Kaffa Celdi De` café is a business that serve coffee and also local food for lunch meal beside other type of food. Our business is situated at ground floor at Gurney Plaza. We choose this place because the high demand of this service from the people around Penang especially for those who are working around the Padang Kota and people enjoy their holiday there, because there are many hotels there. Our business type is partnership and our business will stated on 1 January 2005.

CAPITAL ASPECT

Each partner contributed RM 39079.60 to this business. Beside have a loan from Bumiputra Commerce Bank about RM 200 000.

ADMINISTRATION ASPECT

Our business is built up from five partners. Each partner have their own responsibility in running the business daily in order to make sure the business is going successfully.

MARKETING ASPECT

Our market size is based on percentage of the population around Penang. We assume that every individual will spend RM5 when eat outside. In one day, average customers will come to our restaurant at least 300 customer per day. Our target customers are those who are working around Penang especially who are working in Plaza Gurney, teenagers and also families.

OPERATION ASPECT

Our Café serve a good customer service to make sure that our customer enjoy and satisfied with our food and beverages with a good and relax environment.

In order to minimize the cost of production, the raw material is chosen from supplier who can give the low price with high quality. The high quality is important in order to maintain the quality of the food that we serve. The production will increase from time according to the demand of the customers and vice versa.

FINANCIAL ASPECT

At the first, gains are not so profitable but will increasing for the next month and year. From our research, it is approved that this business is a really viable

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