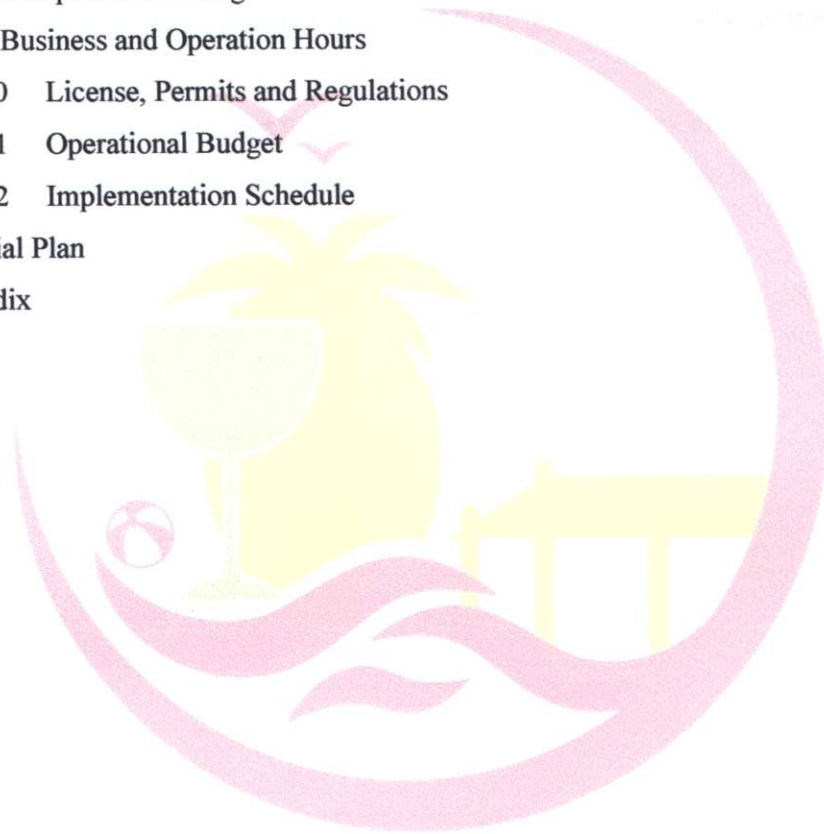




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# Frissito Helse Café

## 1.0 Executive Summary

Frissito Helse Café is a company that operates here in Tanjung Aru, Sabah that offers its customers healthy food and beverages. The word “Frissito” was taken from Hungarian word meaning “Refreshing” while the word “Helse” is a Norwegian word that means “Health”. When combine together it will give a meaning of “Refreshing Health Café” for our company’s name. The name itself will give our customers a little idea of what to expect from our café.

In our café, we sell healthy food such as steamed chicken with brown rice, whole wheat bread with honey and toppings, fruit salads, fruit popsicles and fruit juices. Our main target is to attract and encourage people to try healthy food in order to start a healthy lifestyle. With the café located at Tanjung Aru Beach, tourist and also locals will be our target market.

A total of seven workers work in our café which is a waiter, a promoter that also acts a part time waiter, general, admin, marketing, operation and financial manager. We start the business with financial aid which was obtained from both bank loans and equity.

It is essential for all entrepreneur to prepare a business plan when opening a new business. It will be a guideline and reference not only for the entrepreneur themselves, but also to banks, suppliers and customers. In this business plan, we have present every important aspect in chapters for the convenience of readers.

Nonetheless, we hope that this business will make us as a successful entrepreneur.

# Frissito Helse Café

## 1.1 Purpose of Business Plan

### ✚ As a guideline for workers

This business plan is a guideline for every worker under Frissito Helse Café to ensure every worker will give their best in helping Frissito Helse Café achieve its vision and mission.

### ✚ To secure company's financial

For every business that is starting from scratch, financing would be the number one priority. As the business grows, the need to have a balance financial aid is necessary for business expansion and new product development. When it comes to outside financing, one of the first things the investor will want to look is the business plan. Private investors, banks or any other leading institution will want to see how the business was planned to run, the expenses and projection revenue and whether or not the business can be done. All of these can be answer with a well-written business plan.

### ✚ To help the company move from start-up to success

While the main objective of a business plan is to help business move from start-up to success, a business plan can also be indispensable as a tool for future development and growth. Making the right decisions today can help to ensure the success of future development tomorrow; a business plan can help illuminate these opportunities and move the company in the right path.

### ✚ To make it easy for clients

The next purpose of a business plan tends to be the reason most clients request plan advice from score. That is, a financial institution or other lender will not invest in your company unless you can demonstrate that you have a roadmap to success. Banks want to mitigate their risk of default and private investors, want a realistic forecast for when they will be reaping a return on their capital