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## 1.0 Introduction

### 1.1 Executive Summary

Kopi Pasta is a Coffee Shop located in No. 20 Jalan Aru, Kota Kinabalu, Sabah 88100, Malaysia that allows the entire family to have their Coffee needs satisfied in one convenient location. Kopi Pasta serves all customers and try to satisfy their needs and wants. Kopi Pasta also sells pastry products. Kopi Pasta is able to serve the entire family in one quick, convenient visit.

While there are many cafes like Kopi Pasta, Kopi Pasta will excel due to its attention to detail regarding customer service. Through unheralded customer attention, Kopi Pasta will slowly but surely gain market share as it services the entire family, creating long-term relationships. Lastly Kopi Pasta location will allow it to attract a lot of walk in traffic.

People across Malaysia have decided to use our services when they want to fulfil their coffee needs, for example to have their unique taste of coffee or a delightful taste of pastry cake. Kopi Pasta has foreseen this opportunity to provide the finest and highest quality of coffee and pastry product to all people, despite their age or gender. This has shown that Kopi Pasta has the calibre to be one of the most successful café in Malaysia.

We, Kopi Pasta, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed to have coffee in order to work long hours as well as a reward after a long day of work. Kopi Pasta sees this as a way to prosper in this market, by taking advantage of all these people's need.

## 1.2 Purpose

Our business plan is prepared because we want to convince banker and investors to raise capital in order to support for the venture. We are also need investors to raise our fund for the purpose in improving and upgrading the management of our company.

Our business plan is also being drafted so that Kopi Pasta will have the financing that is required for the company to start its business. Loan is important in starting the business, therefore the presentation of this business plan is important to gain confident of the bank to give the company loan.

Kopi Pasta has asked loan from Alliance Bank amounting to RM6,728 so that this business can start operating. Each partner has contributed RM15,349 for the capital and the accumulated capital is amounting to RM46,047 and it is use to support the management of the company.

We are also make this business plan as a guidelines for the managers in order to succeed in the business. In this business plan, it will includes all the details of our company such as the company background, marketing strategy, operation plan, sales forecast and last but not least is the financing plan of the business.

Kopi Pasta will fully utilize its assets and target to maximize the profit. The profit for the year will be used to pay the loan that is borrowed. Kopi Pasta is fully confident that it will be able to pay back the loan as well as the interest in borrowing the loan.