



BUSINESS PLAN: FRITZZY CAFÉ

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EXECUTIVE SUMMARY

Everyone in this world need food to live their lifes as its provides nutrients for our daily activity , growth and all function in our body . Its also make us grow active and healthy. But sometimes we need to get some taste of flavoursome dishes because a famous American restaurateur said ,”food is not just eating energy. It is an experience.” Eating good food is one of the pleasure of life, so we tend to search for good and delicious food throughout our state , country and even go to travel around the world to find some good food to satisfy ourselves. When we travelling we will know the culture of certain places by eating their food. We willing to go far from home to search for delicious food, but do they know that they are tons of restaurants that serve mouth-watering food nearby them.

Therefore,we get the idea to build a restaurant that are very rare and different from any other cafe in this country with unique taste of food. This cafe only serves fritters which is the traditional snack and dessert that are loved by all Malaysians from all range of ages. We make some flavour form the fritters to make it more unique and fusion from any other fritters around this country.

This cafe open will open during 9 a.m to 5 p.m. As this cafe is open at the most strategic places like at Tamarind Square, Cyberjaya, 63000, Cyberjaya, Selangor, it will attract more people to come to the cafe as our customers. It also market their food by using social media and website as the platform to expand the brand to other people. Our main platform are Facebook because it is easy to use and most of people own an Facebook account . It is the best platform to get recognition from other people . Other platforms such as emails and websites are also been used if there are any customers that does not have Facebook accounts. We also making

pamphlets to make more convenient to the customer that does not know how to use the social media platform. Customer can also use phone call to contact the cafe to ask anything about our food or services.

We also open for delivery as we will hired runners who can delivered our product fast and safe. Those who are order from the online or through phone call can make the payment by using online banking as our cafe also use online banking to make our customers more comfortable with our services. We use Maybank online banking with the account number of 162674109582.

1.0 BUSINESS DESCRIPTION

Fritzy Cafe is a company run by a group of friends and agreed to share the budget and the profits gain by the company. Fritzy sells traditional fritter for a reasonable price. Nowadays, Malaysians have forgot the taste of our local foods, there are too many food stalls or shops that sells foreign food but not local food. Even if there is, it does not attract people that lives in the city because they open their business mainly in village area. The company believes it will succeed in the future by opening our shop at a strategic area. Traditional local food is very attractive and unique because of the taste that can give an instant impact to those that had not taste it as it will bring back old memories and the customer can know what are the food that oldgeneration make. Therefore, the customers will know how simple dish can make good impression towards their taste buds. Fritzy Cafe offers a service for selling fritters with variousof flavour which meet the demand and taste of our customers. This company also sell some drinks and other traditional cuisines to make variety of food for the people. Flavours that servedare honeydew, dragon fruits, watermelon and guava.