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1.1 EXECUTIVE SUMMARY

The growing demand of coffee nowadays is seen not only amongst the elderly but also the younger generations. Coffee Culture is positioned to meet such demand.

Coffee Culture strives to provide a friendly, comfortable and cozy environment where its consumers will be able to consume and enjoy high quality coffee at a reasonable price. Our business will offer a variety of choices of coffees to our customers at the same time coffee beans that falls below our standard will be used to bake our homemade coffee cookies and coffee scented candles.

We will definitely have to put more effort on the marketing as we need to achieve establishment, trust and loyal customer in buying our crabs.

As one of our long run in the business, we are hoping to be able to expand our business by getting more customers. More cost will be incurred for our expansion but we believe that through implementing total quality management in our business we will be able to expand our business in the long run

1.2 INTRODUCTION

The name of our business is Coffee Culture™. The reason why we named our company that way is because coffee culture describes a social atmosphere or series of associated social behaviours that depends heavily upon coffee, particularly as a social lubricant. Hence that was how we got the idea of starting up this business, The culture of drinking coffee particularly in Malaysia formerly collectively known as British Malaya, British Borneo was introduced by the British along with tea drinking and other western cultures during the colonial period and have long been adopted by the Malaysian ever since, Now coffee forms an integral part of the Malaysian culture have since been associated with taking time off, or relaxing, hence the term “coffee break”. to have coffee during breakfast and coffee breaks., to fulfil that demand we provide a wide range of coffee based products. We foresee a very good market for this business in Lintas, Luyang because of the popular trend of cafes flourishing in that area.

Our business will be situated at Lintas, which is situated in Luyang. We have found that this area is very suitable for our business as the economic development is increasing rapidly with lots of parking spaces. The shop that we have selected can be easily seen from the main road which is an advantage for our business to be known. There are also plenty of amenities in this area for the benefit of our business and our customers.

The market target for our business will be the younger demographic population living there.. Though our target customers are people around Sabah but we will be looking for opportunities to open up branches in Sarawak and Peninsular Malaysia.