



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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BUSINESS PLAN:

BERSERAH CAFE SDN. BHD.

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EXECUTIVE SUMMARY

First of all, we want to thank everyone that helped our group to finish this business plan assignment that was assigned to our group members. We have done our very best to finish this assignment alongside gaining a large amount of information about this business plan that could be used for us in the future. The business that we make is a cafe which is named as Berserah Cafe. This cafe is a new loyal cafe in Malaysia that is located at Berserah, Kuantan, Pahang. Since this cafe is a partnership type of business, we created this cafe name based on the cafe location which is Berserah, and we have made a lot of discussions between the members that manage this cafe together.

As for this business cafe, we are providing a quick, healthy, cheap and reasonable price of food that will ease and fulfil the people desire which is through a cool and hipster lifestyle. As we go through changes of the environment, we would modernize the food that is provided by adding some side dishes specially for our beloved customers. Although, we also create a lot of variety food which is the main ingredient for most of our dishes is chicken and beef. Everyone loves chicken and beef but who does not.

As in the organization, we create and restructure back the positions and its roles because it is very important in making a cafe so that it will be organized peacefully and perfectly. The positions are such as the General Manager, Administration Manager, Marketing and Operation Manager, and lastly the Financial Manager.

Our business cafe target market is basically to people that stayed in Pahang, especially to Kuantan people out there who need something that is very easy to get and near to vacation place so that they can take a time to relax their body and mind. Not to forget, we also served healthy, quick, delicious food and cuisine to eat. Everyone from a different level of income can afford this cuisine. Because, we also put a few kinds of people categories from different ages as our target market.

As for us, this business cafe is very important in creating job opportunities for other people as well. We also stated an explanation about our business from the background of the company, operation, marketing, administration until financial of this business.