



اَوْنِيُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
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MARA



SipNsaveur Café

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300): BUSINESS PLAN

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Foods and beverages always get the most attention in business world. Our group members choose to open a cute café for everyone to enjoy as their favourite place to chill and relax from their busy lifestyle. SipNsavor serves the highest quality beverages with the most effective services for our beloved customers.

SipNsavor café is officially open on 1st January 2018 in Quill City Mall, Kuala Lumpur. We offer the best quality of beverages with various flavours to complete our customer's taste which are coffee, smoothie and blended ice. Quill City Mall is a strategic location for our new café to grow the business with a huge number of visitors in the mall daily.

Our target market is mostly adult and teenager. Both categories always love to buy and try new café and the beverages to chill together with family and friends. These types of customer segment will help us grow our business by them promoting our business to their friends or family members.

SipNsavor café have five members for running the business consists of Fatimah, Shahirah, Hidayah, Farisha and Afnan. We could guarantee the highest satisfaction in service by our staffs that are professional and practical in each of their role for the café. We are totally perceive for each of our role and duties in the café to be responsible in the workplace.

SipNsavor café has maintain a good name in our customers heart through the expansion in our profit from early opening year until current year. We also ready to bring our café to the next level by competing with the big and famous beverage companies.