



OKAMI CAFÉ

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EXECUTIVE SUMMARY

Business is a commercial activity that involving sellers and buyers, profit and loss. Without the sellers and the buyers this business activity are not going to happen. Other than that. When we start a business we need demands from others and we must be the suppliers to supports the demands. There are two types of business by doing a service or selling the products. By doing this assignment we can build a skill of leader and having a experience by sell our owns products.

For this assignment we choose to open cafe. Our business name is Okami Cafe and there are so many types of Japanese food that we sell like example onigizaru , higashi, Japanese cheesecake, dango and many more. The name of this business it is because we apply the best quality raw material at the market and it are very good quality but at the same time are affordable to buy. For this business concept we are apply the concept of support the trend of the teenagers because what we can see there are lot of demands from the teenagers that want a trending Japanese food and anime merchandise at the market. So we as a supplier want to sell a delicious Japanes food and anime merchandise to them.

Furthermore, we can see our target customer or target market is teenagers. We choose teenagers as our target customer because teenages nowadays more attracted to cafe anime themed and eat Japanese food. For the competitive advantage we sell food and drinks and gift a promotion to our anime mechandise. For the profitability of this business after we all calculate all the expand money and the income our business is profitable.

1.0 Business Description

- a) Name of the organization

OKAMI CAFE



- b) Factors in selecting the proposed business


The reason we select this business because it has big opportunity to growth even bigger in the future. The Anime concept Okami Cafe business is targeted to be operational in the third quarter of 2018. The business is committed to always providing hospitality and serving high quality coffee in order to attract many customers to make Okami Cafe their top choice. The response and feedback was very encouraging from potential customers. A total of RM 250,000 must be provided as business capital to finance the cost of renting cafe space, renovating space, purchase of furniture and kitchen equipment as well as the purchase and provision of food and beverages and employee salaries. Okami Cafe has a start -up capital contributed by partners amounting to RM150,000. Accordingly, this business plan is prepared to enable the business to start operations by obtaining financing worth RM 100,000 from the Young Entrepreneur Fund.

1.1 Organization Background

a)	Name of the Organization	Okami Cafe
b)	Business Address	Lot G21 Dpulze Shopping Centre, Lingkaran Cyber Point Timur, Cyber 12 ,63000 Cyberjaya, Selangor
c)	Website/e-mail Address	Okamicafe@gmail.com
d)	Telephone Number	03-89222761
e)	Form of Business	Partnership
f)	Main Actitivites	Café Service
g)	Date of Commencement	1 April 2018
h)	Date of Registration	6 November 2017
i)	Name of Bank	Maybank
j)	Bank Account Number	130088833383

1.2 Organization Logo/ Motto

Logo description, Organization Mission and Vision

Logo/Motto
 <p>Wolf- The meaning of the is leadership.</p>

Vision
Became a famous cafe in Selangor that serves traditional Japanese cakes within 10 years.

Mission
Open 3 large branches and 5 small branches before 2028.