



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

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DEPARTMENT OF BUILT ENVIRONMENT AND TECHNOLOGY STUDIES

DEPARTMENT OF QUANTITY SURVEYING (AP114)

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## **Executive Summary**

This business plan required students to make a proper planning of business by understanding and interpreting the business plan concept. The business plan consists of company background, owner background, location of the business, marketing plan, operations plan, organizational plan, and financial plan. The business concept of Wakey Cafe is a Scandinavian-style Cafe that offers a pleasant atmosphere to customers. The Wakey Cafe offers a variety of high-quality coffee choices such as Americano, Latte, Mocha, Macchiato, and Matcha Latte coffee and desserts to the customers. The cafe is located at Hutton Lane, Georgetown, Pulau Pinang. Wakey Cafe operates as a sole proprietorship business.

Furthermore, Wakey Cafe's target market is men and women students from 15 years old to 30 years old and to those with a minimum salary of RM 2,500.00 per month. The entrepreneur hopes the students and workers who are the market potential would make the cafe their first choice to get some coffee and desserts. The competitive advantages of the product from Wakey Cafe are the price is cheaper, and the coffee can be bought from RM 8.00 to RM 15.00. The entrepreneur wants to give affordable prices with high-quality coffee to the customers. In addition, the cafe also offers various desserts such as Red Velvet Cake, White Choc Macadamia Cake, Apple Pie, Macaron, and Tiramisu cake. The price range of the cake and pastry is from RM 8.00 to RM 10.00.

In the early stage of business, RM 100,000.00 is allocated as a capital of the business to buy the furniture, machines, and raw materials. The capital is obtained by having a loan from the bank. The sales target of Wakey Cafe is RM 20,000.00 in the first month of business. However, the sales target is increased now to RM 30,000.00 a month. The profitability of Wakey Cafe is earned from the sales of the cafe throughout the year.

## **Introduction**

A business plan can be defined as a written document that describes in detail the proposed business that helps the entrepreneur to define the objectives and goals of the business. A business plan can be written as a guide for the firm in managing, marketing, operating, and financing the proposed business (Business Plans: The ins and Outs, 2021). Business plans also act to convince investors and bankers to raise the capital of business and to get support for the venture.

The business name of the company is Wakey Cafe. The nature of this business is an economic activity by managing a café that offers coffee and desserts as a product to sell to potential customers. Wakey cafe situated at Lot 173, Hutton Lane, 10050 Georgetown, Pulau Pinang. The operational date of the business starts from 4 January 2022. The concept of Wakey cafe is a Scandinavian-style Cafe that offers harmonious and peaceful cafes to customers. Wakey Cafe sells various coffee and desserts to the customers. The price range of the coffee is RM 8.00 to RM 15.00 while the price of 1 slice of cake and pastry is RM 8.00 to RM 10.00. The business plan of Wakey Cafe is proposed for business viability assessment.

## 1.0 Business Description

### 1.1 Organization Background

Name of the Organization	Wakey Cafe
Factors in Selecting the Proposed Business	Proficient in producing a great taste of coffee To provide a comfortable place to eat and drink
Purpose of Preparing Plan	For business viability assessment
Business Address	Lot 173, Hutton Lane, 10050 Georgetown, Pulau Pinang
E-mail Address	wakeycafepenang@gmail.com
Telephone Number	011-10025242
Form of Business	Sole Proprietorship
Main Activities	Making coffee
Date of Commencement	4 January 2022
Date of Registration	14 January 2022
Name of Bank	Bank Islam
Bank Account Number	02011024439702