



اَوْبِقُوْا سَبِيْقَتِيْ تَكُوْنُوْا رَٰسُوْلِيْ مَآرَا  
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**HYBIS GEOTEOK CAFÉ**

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## EXECUTIVE SUMMARY

The name of the Hybis Gotteok Café' is inspired by two different short-formed words which are originally from Korea and English words. The idea of establishment Hybis Gotteok Café mainly encompasses for some reasons. They included less of the competitor, aiding health problems, products that are easy to be marketed and the location of business. Hybis Gotteok Café mainly offers notable Korean Street Foods which particularly focuses on snacks. They consist of our specialized product which is Hotteok and some other common Korean Street Foods. Hence, our target customer is mostly people or every age group of society such as teenagers, children and adults who love eating snacks. We believe Hybis Gotteok Café will sustain by its competitors as most of our products are served with a great combination from two countries. Each Korean product will be produced with a touch of Malaysian taste as well as produced with healthcare ingredients.

Hybis Gotteok Café is a food business that is formed with 4 proficient partners who contribute the same amount of capital. The date of commencement will soon be on 2nd January 2022 after getting approved Jabatan Pelesenan and Pengurusan Penjaja by DBKL and located at 31, Jalan Telawi 3, Bangsar, Kuala Lumpur. The pioneer of Hybis Gotteok Café is Lukmanul Hakim Bin Zulkeple who is the general and administration manager of this company. It is also owned by other 3 skillful, knowledgeable and talented partners consisted of marketing manager, operation manager and financial manager.

According to financial features, the initial sales forecast is RM 450,000 and will grow over time by 5 percent each year. The total cash inflow is higher than the total cash outflow that generates profit for the first five years. The return on investment seems promising for the business.

Subsequently, our startup capital is RM 100,000 with 60 percent of our own contribution and 40 percent of the loan. RM 15,000 is contributed by 4 respective partners and within RM 60,000 which will then cover 60 percent. While, another 40 percent consist of loan and hire purchase which is within RM 40,000. The capital is needed to pay fixed assets, working capital and other expenditure for three departments (administrative, marketing and operational).

Our main achievement in doing this business is by ensuring growth within the company as it is essential to our success. The crucial elements to pursue our achievements comprise of prototype, location and result from test marketing. According to the prototype, we applied the combination of Malaysian food and Korean food to turn and serve it into one dish by prototyping the original food from these two countries. Thereafter, we selected Bangsar, Kuala Lumpur as our main location for our cafe' due to it is a strategic and famous place since it accommodates a higher number of population especially for those who are Korean food seekers. Fortunately, the result of marketing went great since customer found our product interesting and unique. We tested it by giving it to our friends and to some communities to get their feedback which is an honest review before we are officially launched.

## **1.0 BUSINESS DESCRIPTIONS**

### **1.1 Name of the business: Hybis Geoteok Café**

Hybis Geoteok is a short form of English and Korean words. Hybis is the short form of hibiscus. As hibiscus becomes the national flower for Malaysia, thus it shows the touch of Malaysia. On the other hand, for Geoteok, the first of Geo is summarized of word Geoli which means street since we sell the products conceptualizing street foods. For another remaining word of Teok is summarized of word Hotteok which is our specialty product.

### **1.2 Factors in selecting the proposed business**

The first factor is less of the competitor. Hotteok is basically a Korean sweet pancake that is rarely sold in Malaysia. Thus, we believe that there have been no many competitors offering this product in the Malaysian food industry. Hybis Geoteok café is not as typical as Korean restaurants in Malaysia such as Kfry and MyeongDong which commonly cater to typical original Korean Foods. However, Hybis Geoteok Café offers products that have a perfect combination of Korean taste combined with Malaysian taste.

Secondly, the second factor is to aid the health problem. It is basically a pancake filled with a variety of stuffing and wrapped with dough. However, instead of using wheat flour, we use whole male flour for the dough which is good for those who are suffering diabetes. Hotteok is also introduced to be an initiative for those who do not really like healthy food. For instance, all green Hotteok is a product modified to erase all the weird tastes produced by veggies. Mixing the veggie together with seaweed will assuredly give a new experience for those who have never taken any veggie.

Afterward, most of the products are easy to be marketed. As the Korean wave has hit our industry either fashion, trend and food in Malaysia, thus the mentality for our generation especially teenagers has been interested in whatever Korean products. Hence, it drives to the high tendency to try this kind of product. Besides, we will also focus on those who are always seeking new things. Modifying the Hotteok into Malaysian taste such as our Malaysian traditional Kuih filling will assuredly attract many to try our products. Moreover, each of our Korean products is served Halal as all of the regions can enjoy it without concerning about the foods.

Lastly, the last factor is proper location helps our business to achieve the mission and meet certain targeted customers. Since Hybis Geoteok café will soon be officially launched in Kuala Lumpur, Malaysia. Hence, the great number of the populations keeping up in trend especially teenagers in Kuala Lumpur will help to publicize our existence. As the influence of Korea is extraordinary in Kuala Lumpur, therefore, the high tendency to try our product will be the factor to prosper our business especially most of these products went trendy in social media these recent years.