

| CONTENT | PAGE NO. |
|---------------------------------------|-----------------|
| PREFACE | 1 |
| INTRODUCTION TO INDUSTRY | 8 |
| PARTNERSHIP AGREEMENT | 9 |
| EXECUTIVE SUMMARY | 16 |
| OBJECTIVE OF BUSINESS PROPOSAL | 18 |
| PURPOSE OF BUSINESS PLAN | 20 |
| BACKGROUND OF COMPANY | 21 |
| VISION | 21 |
| MISSION | 22 |
| OBJECTIVE OF COMPANY | 22 |
| BUSINESS GOALS | 22 |

INTRODUCTION TO THE INDUSTRY

During this globalization era, time has become a struggle for everyone given the fact that in most cases, people do not occupy much time as they are bound by work and school etc. Although it is a preferred by most to be having home cooked meals, given the long work hours, it has become more difficult to be allocating time to provide home cooked meals.

Because of this issue, cafes and restaurant businesses have been rapidly growing as they provide an alternative for home cooked meals. These food joints provide cooked meals and other kinds foods that will surely satisfy ones needs and cravings. As a minor conclusion, we believe that the cafe and restaurant industry will be very profitable; as the saying goes “Where there is good food, there is people”.



BETTER THINGS IDE

EXECUTIVE SUMMARY

Better Things Side is a cafe established by 4 friends who have dreamed of venturing a business within the restaurant industry. The name "Better Things Side" came to us as we believed in the saying, "After a storm, there will always be better things on the other side". The saying comforted us so much that we decided to put it as our cafe's name. We have also designed our cafe with the saying as our theme in which we have designed the cafe to have a cozy and warm vibe to it. We want our customers to feel better whenever they are enjoying our main product, which is doughnuts.

Speaking of business matters, our main food product happens to be doughnuts. However, these are not just ordinary doughnuts; these doughnuts are an innovation in the doughnut category. For our doughnuts will have ice cream, of the customer's choice, as well as sweet butter icing and choices of toppings ranging up from fruits, cookie crumbles and other yummy toppings. To balance the sweetness of our doughnuts, we also provide beverages that will help balance our the sweetness of our doughnuts mainly, choices of coffees and teas. Both of our products are produced in a clean facility as hygiene and quality of our doughnuts are our main priority.

We are starting our business with a capital of RM80,000 as a result of our combined capital share. Currently, since we are just starting out, our cafe will consist of 3 managers in their own department and 1 general manager who is accountable for all matters. Therefore, we will have one general manager, a administration manager, an operational manager and also a financial manager.

Our target market are the group of people who enjoy good comfort food and also good chill vibes who just wants to relax and enjoy the simple pleasures in life. Our target market will range from children to adults alike, basically anyone who is looking for a delicious treat without having the hassle of preparing it by themselves. This is because our cafe is designed to create a relaxed and chill vibe to whoever comes to the cafe.

After the all the calculation and tabulation, our confidence in our business's success in relatively high. We believe that the trend currently will cause our cafe to become a hit amongst the customers due to the fact that in this busy and fast paced environment, people are constantly on the look out for places that promotes a good feeling and as well as yummy food. To sum up, we have high confidence in the business we are venturing.



BETTER THINGS IDE