## MARAUNIERSTY OF TECHNOLOGY SUNGAI PETANI



## ARABICA BEANS CAFE

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## Introduction

Arabica Beans Cafe is a business that serves especially Sungai Petani Town people 'Arabica Beans', a different and finest coffee beans from arround the world such as Columbia, Brazil, Costa Rica and New Guinea.

The Arabica Beans is expected to operate in January 2003. It concept is to create a range of distinctive, individually styled coffees by combining traditional craft skills with modern technology and equipment. The enterprise will quickly established a growing demand from customer who were no longer content with pre-pack commercial blends, but were in search of fresher, more flovorful alternatives. The success of Arabica Beans will grew with its reputation of providing an outstanding range of fine coffees presented in stylish and high quality packaging.

Otherwise, there is no such cafe in Sungai Petani Town that serves the people like ours cafe. We giving them a high standart service and lifestyle environment. So, the competetion almost does not exist. Its make our business easily to grow up and standing in the same level with other business that involved in the same business field like San Francissco, Coffee Beans, Starbuck and etc.



In long-term, potential to establish such business in Sungai Petani Town is very high. Because, 5 - 10 years from now on, Sungai Petani Town will be surrounded by a lot of Proffessional or elite people such as Proffessors, lecturers, doctors, managers, lawyers, engineers, executives, bankers, teachers and etc.