



اَبُو سَيِّدِي تَيْكُونُ لَوْ كِي مَارَا  
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In the name of Allah, the most Gracious and the most Compassionate,  
Peace and blessing of Allah be upon Prophet Muhammad.

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## EXECUTIVE SUMMARY

Millions of people will stop for a base coffee drink every day. People who would never conceive of paying more than 10 MYR for a cup of coffee a few years ago today cheerfully pay more than 50 MYR for a cappuccino, mocha latte, or vanilla ice blended drink. Chill Café is determined to become a daily necessity for local coffee addicts, a place to dream of as you try to escape the daily stresses of life and just a comfortable place to meet your friends. Furthermore, our high-profile location in Selangor provides a mixed customer base that will maintain high levels of business in every season, at all times of the day, every day of the week.

To evaluate competitive position and to develop strategic planning of Chill Café, we have conducted a SWOT analysis specifically for the competitors of Chill Café, which is a marketing tool to identify core strengths, weaknesses, opportunities, and threats that leads to fact-based analysis, fresh perspective and new ideas. Chill Cafe competitors include Starbucks and Dunkin' Donut. Both of these cafés are part of the major restaurant chains that specialize in coffee. Both businesses provide comparable coffee selections while offering distinct food options, and both have similar general goals.

By conducting a SWOT Analysis of the competitors, it would offer Chill Café the greatest opportunity to scale up their function by lowering the risks of failure by identifying what they are lacking and removing threats that may otherwise catch them off guard. They may compete effectively if they begin to develop a strategy that distinguishes them from their competitors and allows them to delight and meet the needs of their consumers.

Chill Café will use Business Model Canvas (BMC) to structure its understanding of a business model and its rivals. It will provide the framework of a business strategy without the overhead of an improvised 'back of the napkin' sketch minus fuzziness and coffee rings. Chill Café is able to reduce the possibility of failure due to misunderstanding by discovering how the business will operate in the future. The BMC is made up of key partners, key activities, key resources, value proposition, customer relationship, channel, market segment, cost structure, and revenue stream helps to identify gaps in the model and discover new opportunities for start-ups business.

## **1.0 INTRODUCTION**

### **1.1 Business Background**

Chill Cafe is a trendy cafe conceptualized with a casual, chilling and relaxing theme located in Bangi, Selangor. Our cafe sells various types of coffee, ice blended, cookies, cake, doughnuts and desserts. Our cafe was established in the year 2019 inspired by famous cafes like Starbuck, Richiamo and the Coffee Bean. Chill Cafe is registered under the Companies Commission of Malaysia (SSM) and is wholly owned.

Our cafe has 40 seats inside and outside the cafe. We also provide delivery services for any areas around cafes and we also cooperate with Foodpanda to deliver our food and beverage to our customer's house. Customers can also enjoy their food and whether dine-in or take away depend on their choices. We served a variety of hot or cold Coffee such as Americano, Latte, Mocha, Espresso and Macchiato.

For the Product value proposition, our cafe uses high quality imported coffee beans and makes sure the coffee bean grind is fresh and delicate. For non-coffee lovers, we also offer a variety of beverages which are Boba tea, chocolate, Matcha, and ice blended fruity flavours. Our cafe also sells cakes and cookies that are baked freshly from the oven and have various topping and flavours such as Red Velvet, Chocolate, Cheese, Vanilla and Tiramisu. For doughnuts, customers can choose their own favourite flavour to dip on and choose various toppings for their doughnuts. We also have other sweet food such as pancakes and croissant.

Our target customer is anyone who wants to relieve tension or find a peaceful location to refresh their minds by enjoying delightful foods and beverages. It corresponds to the name of our cafe, Chill Cafe, in order to ensure that our customers feel chilled and relaxed after a tough day of working or studying when enjoying our products with hearing some chilling music.

Future plans of our cafe are that we want to stabilize our cafe by having various affordable and delicious products so our customers will enjoy it frequently. We also want to create surroundings of our cafe that are customer friendly to make sure our