



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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BUSINESS PLAN: MAI CAFE

GROUP

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Thank you.

TABLE OF CONTENT

CONTENT	PAGES
ACKNOWLEDGEMENT	4
TABLE OF CONTENT	5 - 6
1.0 EXECUTIVE SUMMARY	7
2.0 BUSINESS & OWNER DESCRIPTION	8
→ 2.1 LOGO OF MAI CAFE	8
→ 2.2 VISION , MISSION , OBJECTIVES AND MOTTO	10
- 2.2.1 VISION	
- 2.2.2 MISSION	
- 2.2.3 OBJECTIVES	
- 2.2.4 MOTTO	
→ 2.3 COMPANY BACKGROUND	11
→ 2.4 OWNER'S BACKGROUND	12
3.0 ADMINISTRATION PLAN	17
→ 3.1 ORGANIZATIONAL CHART	17
→ 3.2 MANPOWER PLANNING	18
→ 3.3 SCHEDULE OF TASK AND RESPONSIBILITIES	19
→ 3.4 SCHEDULE OF REMUNERATION	20
→ 3.5 LIST OF CAFE EQUIPMENT	21
→ 3.6 OTHER'S EXPENSES	23
→ 3.7 ADMINISTRATION BUDGET	24
4.0 MARKETING PLAN	25
→ 4.1 PRODUCT DESCRIPTION	25
→ 4.2 TARGET MARKET	28
→ 4.3 MARKET SIZE AND MARKET SHARE	

1.0 EXECUTIVE SUMMARY

Our business is named Mai Cafe. Mai Cafe serves beverages such as coffees and teas. We also served mouth-watering baked goods and snacks. The location of Johor Bahru illustrates that most of our customers are middle class people who always consume the goods at a reasonable price. The workers and students who work and study there are our major objective, as our cafe is very close to some institutions and the workplace. Other than that, there are a few shopping complexes nearer.

We are the only café around the area that is the big attraction to our customers, and our shop is unique. With a reasonable price our marketing strategy concentrates more on the quality. By using social media we also promote more over our business and placed a very huge billboard at our cafe. We hope that many people there will know our cafe by doing this. We want our cafe popular, because it has its own specialty and it's got some space for our Instagram, Facebook and other applications to capture shots.

2.0 BUSINESS DESCRIPTION

This Mai Cafe is a cafe restaurant that emphasizes the concept of relaxation and simplicity. The casual ambiance of the cafe makes the customers present feel more comfortable to enjoy their food and drinks. This cafe has been enhanced with aspects that are in line with current trends or hipster and are suited to be used as a place for pictures to be posted on social media. The combination of these two concepts is suitable for all ages because we want to emphasise the family-friendly situation where they can enjoy together. We chose Mai Cafe as our business name because we like the classic sound pronunciation of the name Mari.

Our company's vision is to be one of the best local cafes in Southeast Asia. Cafes like this are well-known in Malaysia, therefore the competition to be the best cafe is something that every cafe owner aspires to achieve. Although it is not an easy thing to achieve, Mai Cafe will do everything possible to promote the uniqueness and originality of our own cafe so that the name of Mai Cafe can stand out and be recognised by people.

Aside from that our vision is also to provide excellent services that cater to a good environment and well boned relationship with customers. This is to deliver the best in our service to satisfy and meet the standard of customer needs, because customers are important people in the business, without them, the business would not run, so in line with our vision, Mai cafe will provide a good service and establish good relationships with customers so that they feel more comfortable and confident with us and will come back to our cafe.

For our mission, we wish to become a well-known local cafe, attracting both locals and tourists to enjoy high quality food and beverages in a comfortable and beautiful environment. In line with our mission of providing and ensuring the highest possible quality in all of our products and services. Furthermore, we also want to create a good and healthy work environment among employees and superiors, this is because good relations among employees are also very important to ensure the smooth operation of the business.

The goal of the Mai cafe is to match people's expectations, we will make sure to deliver the highest quality services as well as an variety of distinctive food and beverages. We think carefully before setting up the goals , objectives , vision and mission of our company so that