

# Katong Soya Bean & Internet Cafe Pte Ltd

## Strategic Business Plan for the year 2009 - 2013

### 1. Introduction

Katong Soya Bean & Internet Cafe Pte Ltd is incorporated in Singapore on 5<sup>th</sup> June 2009 under the company registration no: 200910150G with paid up capital of S\$250,002, having its registered office at 43 East Coast Road, Singapore 428764.



F&B Corner



Laptop Internet Cafe



Well-equipped Kitchen

### 2. External Environmental Analysis

- i. Singapore has progressed into a global city, led by competent government with full support from Singaporeans and foreigners. The upcoming integrated resort and the new Changi Airport Terminal 3 will provide a favorable impact on the business environment that will create many investment opportunities in Singapore. The most challenging task for local SMEs is to compete with the new foreign entrants in Singapore.
- ii. Katong Soya Bean & Internet Cafe Pte Ltd must stay ahead of competition by adopting a fast growth strategy despite of the current global crisis and the H1N1 swine flu. It is recommended to call for internal funding from existing and new shareholders for business expansion.

### 3. Internal Environmental Analysis

- i. Katong Soya Bean & Internet Cafe Pte Ltd is operating a 24 hrs Katong Soya Bean & Internet Cafe at 43 East Coast Road; a two-storey shophouse offering fried, stewed and curry rice at S\$2.00 per plate and Internet surfing at S\$1.00 per hour on the ground floor. It also provides cheap accommodation namely, S\$200 per bed on the 2<sup>nd</sup> floor.
- ii. Katong Soya Bean & Internet Cafe Pte Ltd has achieved an acceptable profitable level with daily sales of S\$800 from Internet, F&B and lodging businesses. It has great potential to achieve S\$1,000 daily collection with the introduction of deserts and chicken rice, attaining daily gross profit of S\$700.
- iii. The management and staff are well trained and motivated to cushion the company growth. The current businesses are well equipped with excellent assets and up-to-date facilities that can generate high potential income to sustain high rate of return on investment (ROI).
- iv. The board of directors is ready to call for fund from venture partners and working partners. The CEO, Cheryl Koh Lay Choo is prepared to expand the current business by applying acquisition & merging strategies to improve the wealth of the shareholders.

### 4. Business Entry Strategy

To adopt low cost strategy offering low competitive prices & good quality products at low cost (preferably ex-factory price) to capture substantial market share profitably with hardworking & efficient workforce & low effective operating cost.

### 5. Company Mission

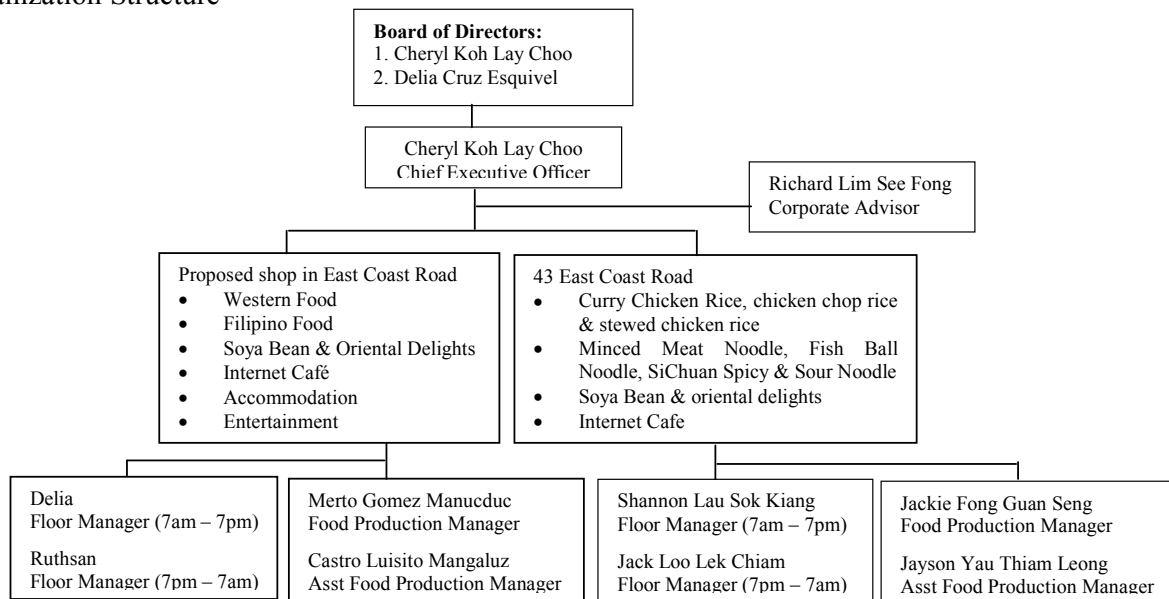
To provide good food and accommodation with 24 hrs Internet surfing at fair price for budget travelers and locals in Singapore.

# Katong Soya Bean & Internet Cafe Pte Ltd

## 6. Business Objectives

- a. To achieve the current F&B, Internet and Lodging businesses at 43 East Coast Road with S\$408,000 annual revenue and S\$321,600 annual gross profit.
- b. To implement a good human resource management program for the development of a professional and competent management team that can cushion the growth of the company.
- c. To call for S\$100,000 – S\$200,000 from new shareholders and develop a new shop for Western and Filipino food along East Coast Road.

## 7 Organization Structure



## 8. Financial Objectives

- a. **Capital Layout for Katong Soya Bean Café** S\$200,000

### Fixed Assets:

Electrical Installation on 2 storey shop house	S\$12,000
Piping for boiler machine for noodles	S\$ 6,000
Setup cost – 3 months business development	S\$30,000
Architect drawing for submission to NEA for restaurant use	S\$ 5,000
Painting upstairs & downstairs	S\$ 5,000
Designing of the shop	S\$ 8,000
Signboard	S\$ 3,000
6 Air-conditioner and partition both floors	S\$10,000
Lighting and fan	S\$ 2,200
Toilet renovation	S\$ 3,000

### Kitchen:

Kitchen exhaust pipe	S\$15,000
Kitchen grease trap	S\$10,000
Cooking stove and deep fry oil fryer	S\$ 3,000
Washing sink, preparation table & cabinet	S\$ 2,500
Soya bean machine	S\$16,000
Wall tiling & flooring	S\$ 5,000
Cooking utensils & plates	<u>S\$ 2,000</u>

S\$53,500

# Katong Soya Bean & Internet Cafe Pte Ltd

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**Dining Area:**

4 tables & 24 chairs	S\$	800	
2 round tables & 8 chairs	S\$	200	
3 refrigerators & 1 freezer	S\$	2,500	
Boiler, coffee machine, microwave, heater displayer & cabinet	S\$	5,000	
9 coffee tables & 18 chairs	S\$	2,000	
Serving counter with built in cooler	S\$	5,000	
Serving utensils	S\$	2,000	
Flooring	S\$	<u>3,000</u>	
			S\$20,500

**2<sup>nd</sup> Floor:**

7 portable beds and mattress @ S\$400 each	S\$	2,800	
Refrigerator, cooking utensils & washing machine	S\$	<u>2,000</u>	
			S\$ 4,800

**Current Assets:**

18 sets of IBM laptop @ S\$1,000 include software	S\$	18,000	
1 set modem router, all in one printer & copier	S\$	1,500	
PUB deposit	S\$	1,600	
Rental deposit	S\$	<u>15,900</u>	
			S\$37,000

**Current Liabilities:**

NIL			
			<u>S\$200,000</u> <u>S\$200,000</u>

b.	Budget monthly revenue of Katong Soya Bean & Internet Café		
	i. Monthly revenue from lodging at 43A	S\$	4,000
	ii. Monthly revenue from Internet Café at 43 East Coast Road	S\$	6,000
	iii. Monthly revenue from Soya Bean Café at 43 East Coast Road	S\$	<u>24,000</u>
	Total Monthly Revenue	S	34,000
	Less Cost of Goods Sold	S\$	<u>7,200</u>
	Gross Monthly Profit	S\$	26,800
	Less Expenses:		
	Rental	S\$	5,600
	Electricity & Water	S\$	1,500
	Manpower – 5 pax	S\$	9,740
	Miscellaneous	S\$	<u>1,000</u>
			<u>S\$17,840</u>
	Monthly Nett Profit	S\$	<u>8,960</u>
	<u>Note:</u>		
	Annual Budget Revenue	S\$	408,000
	Annual Budget Gross Profit	S\$	321,600
	Annual Budget Expenses	S\$	214,080
	Annual Budget Nett Profit	S\$	107,520

**Proposed Remuneration for Management and Staff**

- a. CEO, Cheryl Koh Lay Choo – S\$3,000
- b. Floor Manager, Shannon Lau Sok Kiang – S\$1,600
- c. Floor Manager, Jack Loo Lek Chiam – S\$1,800
- d. Food Production Manager, Jackie Fong Guan Seng – S\$1,600
- e. Asst Food Production Manager, Jayson Yau Thiam Leong – S\$1,740
- f. Total Remuneration: S\$9,740
- g. Total Strength: 5 pax

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Proposed Remuneration for new outlet along East Coast Road serving western & Filipino food

- a. Floor Manager, Delia – S\$1,800
- b. Floor Manager, Ruthsan – S\$1,800
- c. Food Production Manager, Merto Gomez Manucduc – S\$1,800
- d. Food Production Manager, Castro Luisito Mangaluz – S\$1,800
- e. Executives – S\$1,200 x 2 pax = S\$2,400
- f. Total Remuneration: S\$9,600
- g. Total Strength: 6 pax

## 9. Marketing

The valued shareholder, Cyber Asset Management Pte Ltd has invested S\$50,000 and passed on the 5 years Internet business that captured a large volume of Internet customers through market penetration offering S\$1.00 per hour. The cash cow Internet business combining with the soya bean café will certainly make it a success. It is the right thing to go into product and market development program to increase the revenue and profit of the company. In addition, lodging business can be used to supplement the overheads. Broadening the product lines has turned Katong Soya Bean & Internet Cafe into a profitable business venture.

## 24 hrs Fresh Soya Bean S\$2 Curry Chicken



## 24 hrs Laptop Internet Surfing

# S\$1.00 per hour



## 10. Management and Staff

- a. Chief Executive Officer: Salary – S\$3,000 x 5A x S\$100
  - i. To design and implement business plan.
  - ii. To call for angel investors and develop new businesses.
  - iii. To conduct human resource management programs.
  - iv. To ensure that the shop is 24 hrs operational with high standard of hygiene.
  - v. To maintain a high standard of quality food control and good sales performance.
  - vi. To produce a full set of account and marketing plan.
- b. Food Production Manager: S\$1,500-2,000 x 5A x S\$60
  - i. To cook curry chicken rice, fried chicken rice, stewed chicken rice, vegetable and beehoon.
  - ii. To produce soya bean, grass jelly and deserts.
  - iii. To keep the kitchen clean.
- d. Floor Manager: S\$1,500-2,000 x 5A x S\$40
  - i. To ensure that the food counter is ready to serve fresh food and drink.
  - ii. To conduct direct selling and maintain the Internet and lodging businesses.
  - iii. To keep the dinning area clean.
- e. Executives: S\$1,000- S\$1,200 x 5A x S\$30
  - i. To perform general duties as instructed by the executives.
  - ii. To greet the customers.
  - iii. To provide feedback to the executives.

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11. Implementation
  - a. To call for working partners with S\$30,000 – S\$50,000 investment.
  - b. To call for venture partners with S\$100,000 – S\$300,000 investment.
  - c. To expand another outlet in East Coast Road for western and Filipino food.
  - d. To improve the management skills on leadership and teamwork.
  - e. To train and reward the staff with better incentives and working conditions.
  - f. For food production, the Chief Executive Officer must ensure that a sample of all cooking must be kept for safety and security reasons. All food must be served fresh daily in order to avoid food poisoning.
  
12. Conclusion
  - a. The CEO, Cheryl Koh Lay Choo trusts that the management and staff will fulfill the business plan with the support from Corporate Advisor, Richard Lim See Fong.
  - b. The Board of Directors promises the shareholders and stakeholders with more good years of prosperity.

Cheryl Koh Lay Choo  
Chief Executive Officer

Richard Lim See Fong  
Corporate Advisor