

Executive summary

CHUZIE café is a unique dessert café positioning in the mid-range price providing services up to 30 customers at once. Unique selling point is real durian dessert's café that dessert and drink made from real durian such as Durian Smoothies, Durian Coffee, Monthong Ice-Cream, Kanyao Ice-Cream, Durian Cheesecake, Golden Durian Cake, located in the business area on the hart of Bangkok on Ratchadamri at Central world chopping center. We can loosely be described as a quick-service multi dessert café made from Durian where customers sit around and watch their desserts being made. Preparation, as well as the dessert, is our main selling point.

CHUZIE café dessert café will hold true to its vision of being a new concept for famous dessert café brand and unique of durian in Thailand. As the reported national leader in money spent in restaurants, Bangkok Ratchadamri at Central world chopping center is an optimal location for launching a new café concept. As the location is full with offices, locals and tourist who are the group of targeted customers.

CHUZIE café also hopes to become a 'must go to' destination for the thousands of tourists for both local and foreign, especially Chinese tourist who visit Bangkok, Thailand every year. As the durian become more famous in Asia will fills up with new businesses over the next few years, CHUZIE café will receive an added boost of increased traffic which means the services will need to be properly planned with efficient strategies to satisfy most of our waiting customers and attract potential customers. Therefore, we are aggressively planning for a 10% increase in sales the second year of business. The café will increase sales by more than ฿ 24,051,645 over three years while maintaining a gross margin of 60%. Through a philosophy of "nothing but the best" regarding both product and service, CHUZIE café will establish itself as an exceptional dessert café in Bangkok Thailand. We also will gain a competitive advantage in take out and catered desserts. This plan company outlines concept, philosophy and forecasted financials. Source of fund expects to raise 5,000,000 baht from its own capital and borrow 5,000,000 baht from the bank as a long-term loan (twenty-year). The expect payback period is the first 5 years.

CHUZIE café hope to set the new name for durian as not just a fruit but also a heart to new ideas and new business for food industry.

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