

1. Summary

The summary is the last part of the plan that you write, but should be included at the beginning of the plan. This allows busy readers to quickly see what the plan is about without reading all the details.

My personal objectives for my business is to turn my hobby in to a business, I also want to set up a business for my own personal satisfaction. I also want to make profit on while running my business and also running my business I will have more control of over my lifestyle. Maybe I will also have the opportunity to provide work for my family members. For my business I will set up an internet café in Hanley because I think there more people that will see and walk past by my internet café. I will provide computers and cold and hot drink for the customers and I will also maintain smartphones and computer also unlock cell phones.

I want to start an internet café because I like to work with computers and I also very good at it. I want that my internet café start trading within the first 3 months of getting. In the next 6 months I will build up customers for my internet café and be friendly with them and establishing a good relationship with them. I'd like to establish a set of customers that are loyal to my internet café and will recommend my services to their friend or family. Within the first 12 month I will probably not make a profit if am drawing wages however I aim to break even.

Profit: probably I will make profit after 15 or 16 months for my internet café because I am going to provide start-up cost for example vending machines, WI-FI an computer that will attract people and probably make profit.

Wages: if the internet café is running correctly and attract customers I will probably turn it from normal break even I might be able to pay myself a wage.

Staff: if the business is running correctly and making enough profit I will probably hire experienced staff and pay them monthly. The type of business that I am setting up is sole trader I chose this type of business because is easier to start the business and cheaper, I can't set up a partnership business because I don't have friends skilled in this type of business. In the future if the internet café will get bigger and make profit from it surely I possibly could set up a private limited company. I like to find problem and sort them out, this skills is important for my business because I can find problem of the customer and sort them out. I also don't get stressed easily and enjoy challenges this skill is very important for my business because I don't need to get stressed when working. The knowledge that I have is to maintain the internet network of the internet café, I also have knowledge of installing new software and upgrading existing application this knowledge help my shop because I can install new software and upgrade the existing application on the shop's computers. I have an ability to communicate in a appropriate way to the customers of the internet café, this ability is important because is very important to deal with customers in a staff in appropriate way and respect them. I also have an ability to listen other people and understand them, this ability is important for the internet café because is very important to listen the customers and understand them. This will be a tertiary sector as I am providing goods or service of people.

All types of people will enter in my shop because the services are not focused in a specific gender and age. I planned that more the 300 people will come in to the shop in a week. I have done a research in the area where I am going to set up my business and I found that there are different internet cafes but they offer different services to the customers and they are a bit expensive. My business will offer unique services and it will be cheaper than others businesses. I will use different methods to promote my business. I will create a website for my internet café like this people can see and know where it is and what services I provide. I will use my budget to create a leaflet and print a thousand of it, and distribute it in the area or the city.

To start my business I need to use my budget to buy resources needed. The resources that I am going to buy are going to be computers, printer, monitors and all equipment needed for the computers e.g. mouse, keyboards and webcams. I also need to buy software like Microsoft word and Photoshop for each computer.