



"BUSINESS PLAN OF DIP & SIP CAFE"

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1. EXECUTIVE SUMMARY

The purpose of this project is to explore the business opportunities in the region of Islamabad and to be acquainted with the inclination of food industry in Islamabad. The project is about opening of a café in the environment around us and how to make it lucrative business. Proper research have been conducted in order explore the opportunities and seize the advantage from those opportunities.

The research is supported by the literature of different authors and scholars around the world, in order to know the current scenario of food industry in Pakistan and worldwide. Dip & Sip café is launched in the flourishing foodservice market of Islamabad and is based on the concept of providing people with quality food and service. The menu of Dip & Sip is design according to the forthcoming trends, change in culture, taste, and people demands. Café has been started with the initial investment of 1.5 million invested by four partners who will share the profit equally and they all are participating in the management of the café also. Radio ,social websites pamphlets and word of mouth is used to aware the people about the café in SAIDPUR village.