

HIPSTER CAFÉ

INVESTOR EXECUTIVE SUMMARY

POPULAR HIPSTER CAFÉ LOOKING TO RELOCATE

___ is a profitable café that opened its doors back in 2016. One of the front-runners of the hipster café culture, the 46-seater café places a focus on Japanese-inspired grain bowls that are healthy, easy-to-eat, and fuss-free.



But just because the food is healthy, doesn't mean that it has to be bland and boring. The team at ___ emphasises on culinary flair, food quality, and Instagram-worthy presentations.

This concept of ___ has endeared them to many, and garnered a strong following of regulars over the years. They are proud to have received many positive reviews from the mainstream media, food bloggers, and customers alike.

Located in the ___ enclave, ___'s clientele include regular office workers from the CBD area, fitness enthusiasts from the gyms and yoga studios in the vicinity, as well as the affluent residents from the housing clusters around.



Besides walk-in customers, a big chunk of ___'s revenue also comes from the frequent bulk orders and deliveries made to the offices nearby. This has put ___ in good stead financially over the years by providing a stable source of income due to the large pool of companies nearby to be tapped upon.



Third party apps like Deliveroo, Food Panda, and Grab Food have also contributed to the monthly topline. And together with offsite catering jobs that have come to us through online platforms Foodline and Caterspot, ___ is as profitable as it is popular.

___ is proud to name many Fortune 500 companies and notable MNCs as their clients, which is in part, due to the positive word-of-mouth from customers who have patronised the café.



It is no myth that Singapore's F&B industry is one that is vibrant and lucrative. The snaking queues at our favourite eateries is testament to that – and not just on the weekends.

Because even though the pandemic has resulted in unprecedented changes made to the entire economy globally, the human desire to reconnect with one another still emerges stronger.



So whether it's over a cup of coffee; a hearty brunch; or a romantic dinner, enjoying good food amidst good company has always been – *and will always be* – part of every Singaporean's DNA.



At the end of the day, everyone still has to eat. And interesting concepts coupled with delicious food in a comfortable environment never goes out of style.

Their strong rapport and relationship with various forms of media puts them in good standing to get widespread coverage and aids greatly in the team's marketing efforts. Their longstanding relationship with vendors and suppliers also gives them an edge due to the preferential rates and pricing that other

establishments may not enjoy.

Moving forward, ____ will also push for more in-house events from corporate clients, for wedding receptions, and also for private parties and celebrations. They will also aim to increase their monthly revenue by soliciting for offsite catering services. As events and pop-ups have resumed, they will also take part in food festivals so as to increase brand awareness and sales.

With this investment, the ____ team hopes to reignite the hype once again with a new location, and to make an impact (*again*) on Singapore's culinary scene with their creative take on food, attention to detail, unique recipes, and photogenic dishes.

