



# DAYANG CAFÉ

*Kafe Komuniti - Your Campus Dining Destination*

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## Executive Summary

**Business Name:** Dayang Café

**Type:** Kafe Komuniti (Community Campus Café)

**Specialty:** Malaysian Traditional Cuisine & Hot Meals

**Target Market:** University Students, Faculty, and Campus Community

**Established:** 2023



## About Dayang Café

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Dayang Café is a vibrant campus café dedicated to serving authentic Malaysian cuisine to the university community. Our mission is to provide students and staff with delicious, affordable, and nutritious meals in a welcoming environment.

We specialize in traditional Malaysian dishes including hot meals (mee, nasi goreng, and more), as well as popular favorites like nasi kerabu, nasi dagang, nasi lemak, and nasi hujan panas. Every dish is prepared fresh daily with quality ingredients and traditional recipes.



## Our Menu Categories

### Sarapan / Menu Pagi (Breakfast)

- Nasi Lemak Bungkus - RM 2.50
- Nasi Lemak Ayam - RM 4.00
- Roti Canai - RM 1.80
- Roti Telur - RM 2.80
- Mee Goreng - RM 3.00
- Nasi Goreng Kampung - RM 5.00
- Lontong - RM 5.00
- Kuih-Muih - RM 1.00 - 1.50

### Nasi & Lauk (Rice & Dishes)

- Nasi + Ayam Goreng - RM 6.00
- Nasi + Ayam Masak Merah - RM 6.00
- Nasi + Ikan Goreng - RM 6.00
- Nasi + Daging Masak Kicap - RM 6.90
- Nasi + Sayur + Telur - RM 4.00
- Nasi Campur - RM 4.00 - 10.00
- Nasi Ayam Penyet - RM 7.90

### Mee, Bihun & Kwetiaw

- Mee Goreng Biasa (Telur) - RM 5.90
- Mee Goreng Ayam - RM 6.90
- Mee Goreng Daging - RM 7.90
- Mee Goreng Seafood - RM 8.90

### Grab & Go (Quick Meals)

- Sandwich Telur - RM 4.00
- Burger Ayam - RM 4.00
- Burger Daging - RM 4.00
- Hotdog Bun - RM 3.00

### Western

- Chicken Chop - RM 8.90
- Spaghetti Bolognese - RM 5.90

### Minuman (Beverages)

- Teh Tarik - RM 3.00
- Milo Panas - RM 3.00
- Kopi O - RM 3.00
- Air Limau - RM 2.00



### Pencuci Mulut (Desserts)

- Bubur Kacang - RM 3.00
- Agar-Agar Cup - RM 1.00



## Best Sellers

Our most popular dishes that keep customers coming back:

Dish Name	Category	Price (RM)
Nasi Lemak Bungkus	Sarapan	2.50
Nasi Lemak Ayam	Sarapan	4.00
Nasi Goreng Kampung	Sarapan	5.00
Nasi + Ayam Goreng	Nasi & Lauk	6.00
Nasi Campur	Nasi & Lauk	4.00 - 10.00
Mee Goreng Ayam	Mee & Bihun	6.90
Burger Ayam	Grab & Go	4.00
Teh Tarik	Minuman	3.00





## Special Promotions

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### Set Bajet - Jimat & Kenyang

**Offer:** Nasi + Telur + Sayur hanya RM 6.00 sahaja!

**Validity:** Setiap Hari

Sempurna untuk bajet harian pelajar.

### Set Standard - Pilihan Popular

**Offer:** Nasi + Ayam + Sayur + Minuman hanya RM 10.00

**Validity:** Isnin - Jumaat

Paling laris di kalangan pelajar!

### Sarapan Pagi Istimewa

**Offer:** Nasi Lemak Bungkus + Teh Tarik hanya RM 5.00

**Validity:** Setiap Pagi 7AM - 10AM

Mulakan hari anda dengan sarapan tradisional!

## Price Range Overview

**Budget-Friendly:** RM 1.00 - RM 4.00

Perfect for students on a tight budget. Includes kuih-muih, drinks, sandwiches, and burgers.

**Mid-Range:** RM 4.00 - RM 7.00

Our most popular price point. Includes nasi lemak, rice with dishes, and mee goreng.

**Premium:** RM 7.00 - RM 10.00

Special dishes and western meals like chicken chop, seafood mee goreng, and nasi campur.

## Our Team

Meet the dedicated team behind Dayang Café:

### Dayang

*Pemilik / Pengarah (Owner / Director)*

### Azhar

*Pengurus Operasi (Operations Manager)*

### Staf Dapur

*Café Cook / Kitchen Lead*

### Staf Hadapan

*Barista & Servis Pelanggan (Customer Service)*



# Our Unique Value Proposition

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- **Authentic Malaysian Cuisine:** Traditional recipes prepared with care and quality ingredients
- **Student-Friendly Pricing:** Affordable meals starting from RM 1.00
- **Fresh Daily Preparation:** All dishes cooked fresh every day
- **Diverse Menu:** Over 30 different dishes across 7 categories
- **Quick Service:** Grab & Go options for busy students
- **Special Promotions:** Daily deals and combo sets for maximum value
- **Community Atmosphere:** A welcoming space for students to dine and socialize



# Business Highlights

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Metric	Details
Total Menu Items	31+ dishes
Menu Categories	7 main categories
Price Range	RM 1.00 - RM 10.00
Best Sellers	8 signature dishes
Daily Promotions	3 special combo sets
Operating Hours	7:00 AM - 10:00 PM (Campus hours)
Service Style	Dine-in & Grab & Go





## Target Market

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### Primary Target:

- University students seeking affordable, quality meals
- Faculty and staff looking for convenient campus dining
- Students preferring traditional Malaysian cuisine

### Secondary Target:

- Campus visitors and guests
- Local community members
- Event catering for campus functions



## Competitive Advantages

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1. **Strategic Location:** Situated within campus premises for maximum accessibility
2. **Authentic Taste:** Traditional Malaysian recipes that remind students of home
3. **Value for Money:** Generous portions at student-friendly prices
4. **Variety:** Extensive menu catering to different tastes and dietary preferences
5. **Consistency:** Reliable quality and service every day
6. **Community Focus:** Creating a welcoming space for the campus community



## Contact Information

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**Business Name:** Dayang Café

**Type:** Kafe Komuniti (Community Campus Café)

**Location:** Campus Premises

**Specialty:** Malaysian Traditional Cuisine & Hot Meals

**Operating Hours:** 7:00 AM - 10:00 PM (Daily)

**Special Hours:** Breakfast Promotion 7:00 AM - 10:00 AM

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### Dayang Café - Kafe Komuniti

Serving the Campus Community with Authentic Malaysian Cuisine

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