

MARKET DEVELOPMENT PLAN

CAFÉ ILADA

Café Ilada was incorporated on April' 97 as a café operator selling a variety of gourmet coffee, other types of beverage and light food items. The café sets the trend by being the pioneer '*halal*' café and first Muslim *espresso* bar in Singapore. It also prides itself in being '**The Specialty Coffee People**'.

When SSA Management Consultants Pte Ltd was approached to assist in developing a Market Development Plan for the café, Café Ilada was operating on a small-scale basis at Revenue House, focusing mainly on IRAS employees . Their daily sales then averaged only about S\$200 a day.

During the consulting process, the ideas and recommendations put forth by the consultants have assisted Café Ilada to focus on a strategic growth path for a better future of the café. Throughout the process and also upon completion of the project, the following changes were implemented and commendable results were achieved:

1. **Provide for Greater Variety of Food in its Menu**, which includes the addition of value-for-money meals and more snacks and dessert items. Since this move meets the needs of customers, the frequency and number of customers to the café has increased tremendously. Positive word-of-mouth promotion among customers also managed to 'pull' new customers from nearby office buildings to visit the café. As a result, there are more take-aways and eat-ins; especially during lunch time when the lounge area beside the café will be packed with sit-in customers.
2. **Display Food & Drink Items in Eye-Catching & Appetising Way**. This has helped improved the image of the café from one that is perceived as lacking in its attraction factor to one that pulls in the customers.
3. **Longer Hours of Operation**. The café lengthen its business operation from a 6-day to a 7-day operation; opening every day of the week to cater to demands by customers. As a result, it managed to capture more sales.
4. **Catering Service on a Larger Scale** was carried out. Instead of catering only for drinks and light snack items for functions, the café is now more active in catering for dishes and meals as well; thus being able to cater for bigger-scale functions.

The total impact of these achievements on the café's financial standing is a tremendous increase in daily front-line sales of the business **from only S\$200 per day to S\$800 per day**, a four-fold increase. In addition, the number of catering orders it receives from customers have also grown. The awareness level and popularity of the café among new and existing customers has also increased.

The development of the Market Development Plan under the SMCCI Start-Up scheme and Action Plan drafted for easy reference by the management of the café, have definitely helped the café to have a more definite and focused growth path in achieving its corporate mission of being a café that provides exceptional value-for-money quality food and beverage with personalised and friendly customer service. SSA Management Consultants is proud to be associated with the marked improvement in the company's performance.

