

New Business Idea, Barbie Cafe, SWOT and Mission of Company

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Abstracts

The organization that we are going to introduce is pure ladies coffee shop known as “Barbie’s cafe”. The main feature of coffee shop will be that it would be having a shopping and selfie section too. It will be developed exclusively for women. As Kuwait is a Muslim nation and most of the women like to go and spend their time in relaxed environment and in addition to having coffee they can spend time in shopping different items and there will be a mini Selfie section where there will be a creative place for women to capture their precious moments with friends and family. The cafe will offer traditional and Kuwaiti flavors of coffee along with snacks it will offer a good place where young girls and women can come and spend their free time in pleasurable manner. Another feature of the cafe will be that the entire staff will be comprised of females and dressed in Barbie dresses that will give unique female look, the interior will be pink and like a Barbie shop. it will allow the females to enjoy their time in exclusively feminine environment. Cont... (500 words of this report)

Contents

Barbie Cafe

Introduction to Company

SWOT Analysis

The following are the main strengths of cafe

The following are the weaknesses of Cafe

The cafe is having following opportunities

The cafe has following threats

Mission

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