



UNIVERSITI TEKNOLOGI MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT

**DINE @ 3 SDN BHD
WISMA MAIS, NO 2 JLN RHU 3/9 A,
SEKSYEN 3, 4000 SHAH ALAM,
SELANGOR DARUL EHSAN.**

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**DATE SUBMITTED:
4 FEBRUARY 2005**

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INTRODUCTION.

Nowadays, in Malaysia there are many entrepreneurs involves in business especially in food production. Since, there are many women who are working and didn't have many times to cook for their family, so we Dine@3 Sdn.Bhd take this advantage to open a business dealing with food which can give a good profit.

Dine@3 Sdn.Bhd is the inspiration of three men and women, which are have a qualification in food service management. This name was creating as our location of business at section 3. In other words, Dine@3 means 'eat at section 3'.

The least number of company which produce the food based on soup, made us to create something new for those who their favorite is soup. Our main specialty of soup is 'Sup seekor lembu'. Other soup are bone soup, oxtail soup, gear box soup, beef soup and chicken soup. Furthermore, we also sell ready made food such as chicken rice and many kinds of noodles that served with steamy soup.

Dine@3 SDN BHD will be launched on 6 October 2005. Our business will be located at Wisma MAIS, No. 2, Jln Ru 3/9 A, Seksyen 3, 40000 Shah Alam, Selangor Darul Ehsan. We decided to choose this place because it is easy to reach, have good facilities, business environment and the most important is located near with our target market which is Shah Alam citizens, workers and student.

Our business is different with other business because we only concentrated in producing of local soup. At Dine@3 restaurant customer can enjoy our fast service, attracting layout and ambience, beside reasonable price which suitable for the people who want to budget.

THE PURPOSES.

MISSION.

To produce product based on soup.

- To fulfill the needs and wants of customer that prefers soup. The product is produce according to the customers taste and demand.

VISION.

To dominate a market segmentation.

- We hope that through our involvement in this business, we can dominate the number of customers. By providing a good and quality product, we have a confidence to conquer the market segmentation.

OBJECTIVE.

- I. To provide a quality products.
 - 'Customer is always right' is a philosophy that has been followed by an entrepreneur for ages. Dine@3 promise to give a good service and product to customer.
- II. To attract more customer.
 - The existing customer may request and demand to new product. So, in order to fulfill their wants our business was set up to attract more customers to try our soup. The more customer are attract, the more profit will be earn.

BUSINESS COMPANY BACKGROUND.

NAME OF COMPANY : DINE@3 SDN.BHD

ADDRESS : WISMA MAIS,
NO 2, JALAN RU 3/9 A,
SEKSYEN 3, 40000 SHAH ALAM,
SELANGOR DARUL EHSAN.

TELEPHONE : 03 – 55168072

FAX NUMBER : 03 – 55168071

FORM OF BUSINESS : PRIVATE LIMITED COMPANY.

MAIN ACTIVITY : FOOD AND SERVICES.

DATE REGISTRATION : 6 OCTOBER 2005

NUMBER OF REGISTRATION: 424170

DATE OF COMMENCEMENT : 1 JANUARY 2006

INITIAL (OWN) CAPITAL : RM 36, 747

NAME OF BANK : MAYBANK.