



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

LESUNG BONDA RESTAURANT

PREPARED BY:

NAME	STUDENT ID
NUR AQMAR SYAHMINA BINTI RAMIAN	2014817458
NUR HASYA' SYAZWANI BINTI HASSAN	2014457134
NURHASFAZERA BINTI HAMDAN	2014621244
NURFAZIELA BINTI BUJANG	2014807044

PREPARED FOR:

MDM SITI FARAH BINTI LAJIM

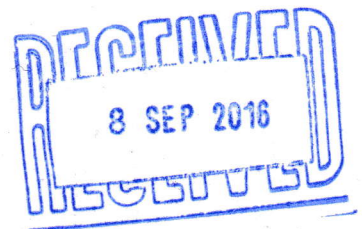


TABLE OF CONTENT

NO.	CONTENT	PAGES
1.0	GENERAL PLAN	1
1.1	Business Name	2
1.2	Business Type	2
1.3	Vision	2
1.4	Mision	2
1.5	Trademarek	2
1.6	Objective	2
1.7	Submission Letter	3-4
1.8	Acknowledgement	5
1.9	Executive Summary	6
1.10	Letter of Agreement	7-9
1.11	Introduction to Business Plan	10
1.12	Name of the Company	10
1.13	Company Logo	11
1.14	Nature of Business	12
1.15	Industry profile	12
1.16	Factors in Selecting the Proposed Business	13
1.17	Future Prospects of Business	13
1.18	Business Background	13
1.19	Partner's Profile	14
1.20	Contribution	15-18
1.21	Location	19
2.0	MARKETING PLAN	20
2.1	Introduction to Marketing Plan	21
2.2	Description of Product and Services	22-23
2.3	Target Market	24
2.4	Market Segmentation	25
2.5	Market Size	26-27
2.6	Competiton	28
2.7	Market Share	29-30
2.8	Sales Forecast	31-32
2.9	Marketing Strategies	33-36
2.10	Marketing Budgeting	37
3.0	OPERATION PLAN	38
3.1	Introduction to Operation Plan	39
3.2	Goals and Objectives of Operation	40
3.3	Operation Manager Function	40
3.4	Organizational Chart	41
3.5	Operation Hours	42

1.7 SUBMISSION LETTER

Diploma in Planting Industry Management,

Part 5,

Universiti Teknologi MARA Sarawak,

Mukah Campus,

96400 Mukah,

SARAWAK

27th February 2016

Mdm Siti Farah Binti Lajim,

Entrepreneurship Lecturer(ENT300)

Universiti Teknologi MARA Sarawak,

Mukah Campus,

96400 Mukah,

SARAWAK.



Lesung Bonda

Mdm. Malay Traditional Cuisine

R.E: SUBMISSION OF BUSINESS PLAN REPORT.

With the mentioned title above, we has completed our Business Plan Report and we would like to submit it. The studies and research has been done according to the guideline and procedures that has been given to us.

2. We feels very thankful and we appreciate your willingness in guiding and advising us throughout the process of completing the report. Therefore, we would like to thank you. Without your guidance, we may not be able to complete this report on time and properly.

1.9 EXECUTIVE SUMMARY

The name of our business is Lesung Bonda Restaurant. Our company locate at Lot 1199, Jalan Orang Kaya Setia Raja, 96400 Mukah, Sarawak, Malaysia. The main activity in our business is to serve the local with our delicious hybrid cuisine of Malaysia, a traditional fusion food.

This business is run by partnership entity. There are 4 members in this partnership. We have decided to assigned Nurhasfazera Binti Hamdan as a General Manager and also as Administration Manager. The Administrative Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages.

Nur Aqmar Syahmina Binti Ramian which is the Marketing Manager is responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast for future market.

Then, Nurfaziela Binti Bujang the Operational Manager, she will be responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business.

Lastly, Nur Hasya' Syazwani Binti Hassan which is the Financial Manager. She will be responsible on handling the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of money of the business.

Lesung Bonda

Malay Traditional Cuisine

1.11 INTRODUCTION TO BUSINESS PLAN

The business plan of *Lesung Bonda* is proposed so that it can be taken by comprehensive manner. This business plan gives opportunity for us to access business in the future. The business is in form of enterprise which consists of four shareholders. All shareholders had agreed as stated in the agreement letter than mentioned about capital, contributions, loss and profit of the business. We choose this business because it shows the equality and no one will be decimated as the profit and loss will be divided as stated ratio and the financial manager will announce whether the business will gain how much profits or losses by the end of the year sales.

In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and also achieve high productive time to time. Partnership also responsible to manage the organization to become more detail and know the job they need to do in future.

1.12 NAME OF THE COMPANY

The name of our company is "*Lesung Bonda*". The word "*Lesung*" is one of traditional Malay cooking equipment which means our food is 100% follow the tradition recipe. And then, the word "*Bonda*" means mother whom brings others to her softness and love.

"*Lesung Bonda*" visualizes the taste of richness Malay fusion cuisine which prerequisite for anyone proclaiming to be a gastronome.