



اُنِيْوَرْسِيْتِيْ تِكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENTREPRENEURSHIP

(ENT300)

BUSINESS PLAN

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5th December 2019

Sir,

SUBMISSION OF THE BUSINESS PLAN (ENT300)

According to the title above, we would like to submit our business plan on the name of LKT&CO. consist all the detail, examples and document that needed in the business plan.

2. This report is done according to the guideline and requirement given for the subject Fundamental of Entrepreneurship (ENT300) as the precondition of Universiti Teknologi MARA. Below is the list of the group members that involved in completing the business plan:

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EXECUTIVE SUMMARY

LKT & Co offer fast food for customers, providing the variety of Nasi Lemak that give high satisfaction of the customers.

Our business is located at a strategic place in Miri, Sarawak. The location is near to the workplaces, hotels and collage. Form the area, we can get a large potential customer. Besides that, Miri is one of the biggest cities in Sarawak.

LKT & Co, marketing strategies is to emphasize the quality and price of our products. We offer the affordable price because our target is young people who is still studying and working. Thus, we develop marketing strategy that gives attraction to come to our shop especially young people.

The management of LKT & Co consist of 4 lead workers, which is Mohd Solehin, Penelope, Nurul Afidah and Noor Aziela. Our workers have extensive experience in finance, operation, human resource and culinary. Four partners will be take role responsibilities together instead different duties.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

Name of the business	(LKT) Lapar Kitak Tek?
Nature of business	Partnership
Industry profile	Onigirazu (Rice Sandwich)
Business location	Miri, Sarawak.
Date of Commencement	30 th December 2019
Factors in selectin the proposed business	<p>We choose to sell Malaysian and Japan fusion food because this business has a big business opportunity. Nasi lemak is our main dishes in our business.</p> <p>This Malaysian and Japan fusion food will attract Nasi Lemak lover and Onigiri Lover.</p>
Prospects of the business	<p>We want to open more branches all around the Malaysia and in Asia, where we want to introduce Nasi Lemak to other countries, in the same time increase the company's profits.</p> <p>We also want to be the best Nasi Lemak and Onigiri producer in Malaysia. Even there are many competitors, we can learn from them.</p>