UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN
SUNAKKU CAFE

PREPARED BY:

G SOHEANA SULAIMAN	2011771741
MOHD AZIZI MOHD	2011422432
LISTAH YUNSAI	2011989457
SUKRI MUHAMMAD	2011974803

MARCH 2014

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1.0 INTRODUCTION

Sunakku Cafe is a restaurant located in 1 Borneo Hypermall, Jalan Sulaman, Kota Kinabalu, 88400, Malaysia: 088-447744 with its address Sunakku Cafe, No. C-205, Concourse Floor, 1 Borneo Hypermall. Sunakku' Cafe serves all levels of social class, gender, age, and income status, and accepts booking for table an hour before the stated time for the necessary preparation as well as walk-ins. Sunakku Cafe serves Japanese-style food such as Ramen, Takoyaki and Japanese style crepes.

While there are many restaurants operating in 1 Borneo hypermall includes the Sushi King which also serving Japanese food like Sunakku Cafe, Sunakku Cafe will still excel due to the different kind of food serves in the menu where the Sushi King main product is sushi and only offering two menu of Ramen and 1 menu of Takoyaki to its customer, we on the other hand offered various menu of Ramen, Takoyaki and Japanese-style Crepes to our customer which is completely different from sushi, as well as due to our detail regarding customer service where we only serves the best using the fresh raw materials and our hospitality towards customers. Through unheralded customer attention, Sunakku Cafe will slowly but surely gain market share as it serves all levels of social class, creating long-term relationships. Lastly Sunakku cafe strategic location will allow it to attract a lot of walk in traffic.

People across Malaysia have increase their interest toward the foreign culture which seems to be a real eye-catch and pleasant to have. Sunakku cafe has foreseen this opportunity to provide the finest and highest quality of food and services, despite their age or gender. These has shown that Sunakku Cafe has exactly what it takes to be one of the most successful restaurant in Kota Kinabalu and later in Sabah.

We, Sunakku Cafe, see the opportunity that this business has the potential of success provided that it is handled efficiently. People will always has hunger which needs to be satisfied and we, Sunakku Cafe sees this as a way to prosper in the market by taking the chance of offering the customers a fancy food and yet fulfilling to the stomach.