



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN
BITES GRILL

PREPARED BY

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TABLE OF CONTENTS

TABLE OF CONTENT

PREFACE

SUBMISSION LETTER

FACTORS IN SELECTING THE PROPOSED BUSINESS

FUTURE PROSPECT OF THE BUSINESS

PARTNERSHIP TERM AGREEMENT

- 1. EXECUTIVE SUMMARY**
- 2. INTRODUCTION TO THE INDUSTRY**
- 3. BUSINESS LOGO & DESCRIPTION**
- 4. PURPOSES OF BUSINESS PLAN**
- 5. COMPANY BACKGROUND**
- 6. PARTNERS BACKGROUND**
- 7. ADMINISTRATION PLAN**
- 8. MARKETING PLAN**
- 9. OPERATIONAL PLAN**
- 10. FINANCIAL PLAN**



1.1 EXECUTIVE SUMMARY

We decide to start a business a partnership, and our marketing manager decided to name our business as Bites Grill. The ideas of forming this business also came from our marketing manager and are agreed by all of us. The main idea was to prepare and serve grill based food to our community. Each of the partners is also acting as the head of the department with one person as the General Manager. We will run this business at Gaya Street because we tend to notice that these areas will serve our needs as to obtain consumers to purchase our products. We want to grab this opportunity because the idea itself will challenge the competition in Malaysian food industry and diversify the trend in our community food consumptions.





1.2 INTRODUCTION TO THE INDUSTRY

Due to the rapid development in our country, we wish to diversify common food outlet into a moving food outlet where instead of develop a restaurant to present our cuisine to our potential customers, we decide on developing a moving outlet where “we come to our customers instead of them come to us” kind of service which is convenient, fast and easy to get.

The partners have decided on other several matters concerning the establishment of the business:

1. Name of the business : Bites Grill
2. Nature of the business : Mobile food Stall
3. Industry profile(food stall) : Food service Industry
4. Location of the business : Millenium Kota Kinabalu,
Lorong Tropicana
Postcode 88300
Lot S 5-6 Penampang Sabah.
5. Date of business commencement : 5th May 2014
6. Factors in selecting the proposed business : Opportunity to gain profit, introduce healthy grilled food and create a healthy competition in the food industry.
7. Future prospects of the business : Become one of the best food stall business in Sabah and hopefully in Malaysia and if the business is successful enough, we are planning to expand our franchise and introduce our service internationally.



1.4 PURPOSES OF OUR BUSINESS PLAN

Due to the rapid development in our country, we wish to diversify common food outlet into a moving food outlet where instead of develop a restaurant to present our cuisine to our potential customers, we decide on developing a moving outlet where “we come to our customers instead of them come to us” kind of service which is convenient, fast and easy to get. In hopes that one day we will be known world wide. We try our best to inspire and to be a role model or benchmark for other up and coming entrepreneurs.

