



اَوْنِيُوْرَسِيْتِي تِي كُونُوْ لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

COMPANY'S NAME : GRILLED HOUSE

PREPARED BY :

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PREPARED FOR :

MADAM SITI FARAH BINTI LAJIM

SUBMISSION DATE :

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Grilled House

Taman Boulevard,

Jalan Setiaraja,

96400 Mukah,

Sarawak.

December 22th 2017

Madam Siti Farah Binti Lajim.

UITM Cawangan Sarawak Kampus Mukah,

KM7.5 Jalan Oya,

96400 Mukah,

Sarawak.

Dear Madam Siti Farah Binti Lajim,

I am hereby submitting my business plan to you with the hope of being given the chance to apply for RM5500 for our starting loan. We will be the first grill restaurant that provide 100% food that based on grill.

According to our research, we found that the people who lives here are waiting for this kind of business. Our contribution for this business is RM 9829 each person. We will be the first restaurant that provide grill food in the city.

My three partners, Abdul Rafi Rahimi, Amirul Haziq, Muhammad Afiq Aiman, and I are working together to make this business a success. We choose this business because we want to take the opportunity due to the less number of competitor.

## EXECUTIVE SUMMARY

The name of our company is Grilled House where we selling variety types of grill food and beverages. The nature of business for our company is partnership. Our business was located at Taman Boulevard Jalan Setiaraja 96400 Mukah, Sarawak. We would like to take the opportunity to start up this business due to less number of competitors in that area. The future prospects of our business is where we want to create a good relationship with our customer. Each partner of this business will contributes RM9829 for the business. Next, for administration manager, our business consists of general manager, administration manager, marketing manager, operational manager and financial manager. We also provide compensation and benefits for our business such as Social Safety policy(SOCSO), Employees Provident Fund(EPF), working days and emergency leave. For our marketing manager which is Abdul Rafi Rahimi Bin Abdul Rahman, he will responsible to create a marketing plan for our business, search a location that is strategic to open our business and analyzing the competitors. Not only that, he also will analyze the market size, the market share, market strategy and forecasting our sales. The operation manager of our business will be focus on the operation part which is managed by Mr. Muhammad Afiq Aiman Bin Rosli. He will be responsible to ensure the business operation system run smoothly in order to maintain the quality of the products and services to customers. He also responsible for the job that related to the admin roles such as arranging the remuneration and the wages of the employees. Lastly,the financial manager will be Amirul Haziq Bin Dahlan and he will be responsible in financial roles of our company. Financial plan is crucial to the overall business plan that is developed for a particular business or project , it is importance because to determine the size of investment , to identify and propose the relevant source of finance and to ensure that the initial capital is sufficient.Next the roles of financial manager is to handle the financial plan as preparing the budget and financial statement for expenses and profit or loss of our business.

## CHAPTER 1: INTRODUCTION

### 1.1 INTRODUCTION TO THE BUSINESS

- i. Name of the business : Grilled House
- ii. Nature of business : Partnership
- iii. Industry profile : Food industry  
: Taman Boulevard Setiaraja 96400
- iv. Business Location : Mukah, Sarawak.
- v. Date of commencement : 8.1.2018
- vi. Factors in selecting the proposed business:
  - a) We would like to take the opportunity to start up this business due to less number of competitors in that area.
  - b) We want the people to taste something new where people rarely took the opportunity to open this kind of business.
- vii. Future prospects of the business:
  - a) We want to create a good relationship with our customer so that they will feel satisfy and happy with our services.
  - b) Our objective is to increase our sales by providing the best product and services of our business to our customer.