



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

SAIZ

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EXECUTIVE SUMMARY

Our company name is **SAIZ**. The business has been decided on the form of partnership, which consists of three members. Our main business activity is to provide the varied cuisines of Malaysian Malays, Mandarin Chinese and Tamil foods. We have decided that our business will operate at **Sublot 67-70, Block 1, Desa Ilmu Phase 25, Jalan Datuk Mohd Musa 94300 Kota Samarahan, Sarawak**. It will fully operate on 1st December 2011.

All partners are encourage and entitled to participate in all the business management. We have agreed **Azuwan Bin Mahsen** is the General Manager, as well as the Administrative Manager; **Mohd. Shah Zur'ain Bin Sesco** will act as our Marketing Manager and **Muhammad Izzat Bin Othman** will hold the post of Operation Manager. **Mohd. Zariq Hazie Bin Othman** had been appointed as our Financial Manager.

The management team will be lead by the **General Manager** and the other manager will help to assist. He is the owner and the main head of the company. He is very interested with this business that he willing to sacrifice his previous work to open a restaurant. The General Manager is responsible in controlling, leading, organizing as well as plan the entire business. The **Administrative Manager** is responsible for all jobs relating to office administration. The **Marketing Manager** is responsible in preparing the marketing plan, which includes identifying the target market, determining the market size, identifying the competitors, determining the market share, developing sales forecast and marketing strategies. The Marketing Manager will be the one that promote our food and she has the natural skill to speak will customers and a lot of public people. The operation of our business is controlled and monitored by the **Operation Manager**. Not only that, all workers who work in our shop will be under the supervision of the Operation manager. This is where quality control and productivity will take place in order to improve the efficiency of the workers.

Finally, the **Financial Manager** will handle financial matters such as preparing budgets and financial statement for the expenses of each department. All the financial statement need to be taken care properly by our Finance manager.

INTRODUCTION

SAIZ is a restaurant which is a single unit, medium-size restaurant serving the varied cuisines of Malaysian Malays, Mandarin Chinese and Tamil. We can see there is a big opportunity and potential through this business. So, we have reached an agreement to establish our business in this industry. Besides that, it proves that the reason why we have chosen partnership as our form of business is due to the fact that we are able to share all profits as well as contribute ideas, knowledge and experience in order for the business to constantly achieve high productivity just as saying goes, "Two heads are better than one".

'SAIZ' a fixed standard for the magnitude, quality, quantity of goods, especially food and drink. Meaning that our company will produce a great quality of food and customers will be served as good as possible. Our business is more focus to fulfill customer needs especially for those who try to have something different style of food. There is not much restaurant which serves menu like us in this area and we think this may bring profitably to our company which is very good and this area also have a lot of people which comes from different races and this may attract them to come to our restaurant. This type of restaurant is still new in this market especially in this area so it will take time to develop so it is responsibility to our marketing manager to create something in order to attract more people comes to our restaurant.

We believe that our business can expand very well but it all depends on our strategies especially in marketing aspect. Before we start our business we have to count the risks and unpredictable circumstances such as competitors, economic downturn, demand of people, changing of timeline and population size. Although there are few other competitors around, we have found their weaknesses which are they serve the same food which is not interesting and not variety, the condition of

LOCATION

For our location, our shareholders agreed to choose KOTA SAMARAHAN as a platform to generate our business. It is because Desa Ilmu is a development area and high population. This area gives us advantages to exposure our business to the people at Kota Samarahan. This area also near to Uitm Campus Kota Samarahan, Unimas and a lot of new and development of housing area that will attract other people from outside to come and stay at Kota Samarahan.

This is an address for our restaurant:

**•Sublot 67-70, Block 1, Desa Ilmu Phase 25, Jalan Datuk Mohd Musa
94300 Kota Samarahan, Sarawak**



SIDE VIEW