



UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA KINABALU, SABAH.

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
HOTTAY S.I.S.H.A.

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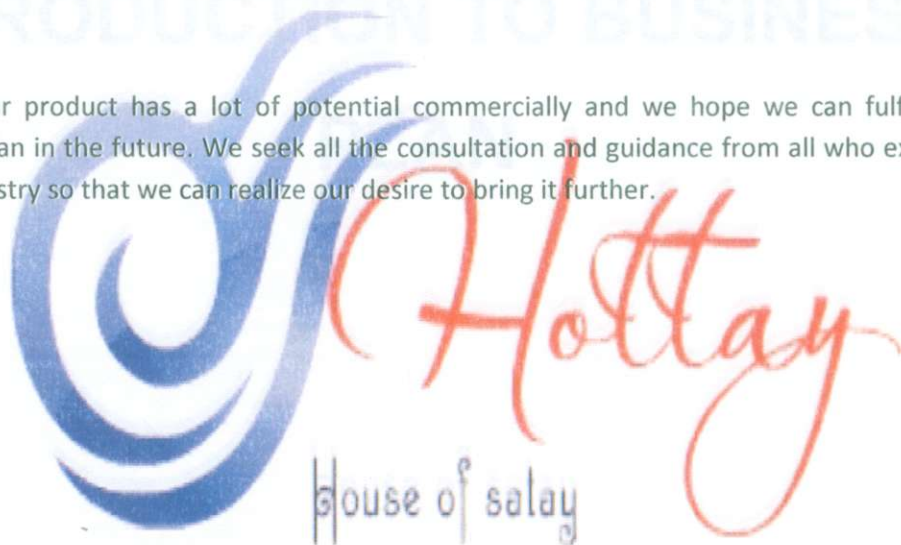
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First things first, we are grateful to Allah S.W.T, because we managed to complete our business plan as what had been planned. In completing this business plan, we had encountered lots of obstacles and unforeseen circumstances. However, with the cooperation and continuous commitment from all members, we managed to complete the proposal on time. A lot of thanks we dedicate to our families and friends for their help and encouragement in supporting us to stay on track maintaining our performances in completing the proposal.

In the other hand, thank you for the advice, guidance and information that was given by Mr Franklin Hazley for the supports in completing our business plan. Thank you for your consideration and helping us without hesitation so that we maintain our commitment until we finish the business plan.

We see our product has a lot of potential commercially and we hope we can fulfil our business plan in the future. We seek all the consultation and guidance from all who experts in this industry so that we can realize our desire to bring it further.



1.1 BUSINESS BACKGROUND

Mostly some of the well-known satay that is available from the street vendors or in certain restaurant in Sabah is not halal. If we go to Pasar Malam, we can see only a few of Satay vendors there, we can only find the finished product of the Satay, we cannot verify the origin of the raw products, their procedures of processing the material, not to mention the health of the cook and their equipment's. Being a country with various religions, not all of the customers can enjoy the taste of a good, clean and varieties of the Satay. We can guarantee that we will provide the halal Satay so that all customers can enjoy the delicate taste of Satay.

We choose to operate in this industry because would like to commercialize the Satay type food through our business. In commercialize we mean by make the product exportable; we make the product in a packaging and export them to entire Malaysia. We first introduce the variety of the sauce of our product which has more than 4 types of sauces, this restaurant just as a platform for us to expand our product throughout the Malaysia. In addition, we use the restaurant as a survey area to know the taste of the people.

PENGELUARAN HASILAN TERNAKAN, 2000-2009

Output of Livestock Products, 2000-2009

TAHUN	DAGING KERBAU	DAGING LEMBU	JUMLAH DAGING KERBAU/LEMBU	DAGING KHAMZIR	DAGING AYAM/ITIK	TELUR AYAM/ITIK	SUSU
Year	Buffalo Beef (M.Ton)	Cattle Beef (M.Ton)	Total Beef (M.Ton)	Pork (M.Ton)	Poultry Meat (M.Ton)	Chicken/ Duck Eggs (Juta Biji)	Milk (Juta Liter)
00	267	550	817	6,653	43,161	524	4.99
01	227	555	782	6,114	48,729	523	4.88
02	205	387	592	5,681	36,300	491	5.31
03	170	367	537	5,570	39,927	492	5.82
04	191	380	571	8,593	44,473	474	5.86
05	188	379	567	9,265	44,275	411	6.98
06	147	306	453	9,253	73,962	553	7.05
07	112	325	437	8,236	45,416	423	11.70
08	133	311	444	9,107	45,290	480	6.37
09 ^P	128	367	495	7,863	45,647	536	7.04

P : Provisional

Table 1.0 (source : Perangkaan Ternakan 2009)

Based on table 1.0 we can conclude that the production of beef and chicken meat has decreased. This is because the varieties of meat products in the market are increasing. People tend to buy different types of raw food because of the health issues and price; we will focus on their desire on different types of food where we will provide different type of food products to satisfy their needs.