



UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

ENT 300  
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
HOMETOWN RESTAURANT

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MARCH 2015



## PREFACE

First of all, we want to express our gratitude to Allah S.W.T. for His permission to allow us to complete this assignment. Even though we have great effort, but if He forbids the completion of our assignment, we would not be able to complete this business plan.

Next, this completion of business plan would not be possible without the support and encouragement from our parents. The experience that was shared with us was really helpful as their guidance together with their endless love was the main reason we able to complete our assignment.

Our next special thanks goes out to the lecturer of Fundamentals of Entrepreneur (ENT 300) which is the lovely Madam Sharifah Nurafizah Binti Syed Annuar for the valuable information and guidelines towards the completion of this business plan. Our friends and classmates also have contributed with their aid and support for this we owe them a special thanks.

Last but not least, our heartfelt thanks goes to the people who may have helped us in any way towards the completion of the business plan, be it directly or indirectly. It may be small but to us it is huge for the contribution has helped us to perfect this assignment. Only God can repay their kindness.

Dear Madam,

## SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, HomeTown Restaurant would like to submit our business plan for your analysis, evaluation and reference. HomeTown Restaurant business plan and the site address are as mentioned below.

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## 1.0 EXECUTIVE SUMMARY

HomeTown Restaurant is a fast food concept restaurant located in the midst of bustling city of Kota Kinabalu. We can be loosely described as a fast food restaurant that serves local food where customers only need to place their order at the cashier and it will be served and is ready eat.

HomeTown Restaurant will hold true to its vision of being a fast food concept restaurant that focus on serving local food in order to become a favorite spot to Kota Kinabalu natives. HomeTown Restaurant also hopes to become a destination for the thousands of tourists, both Malaysian and foreign, who visit Kota Kinabalu every year.

There are varieties of restaurants all over Kota Kinabalu nowadays that offers all type of foods as well as services which fulfill the needs of all range of customers. However, most of the restaurants offer the same thing with same service and this became a catalyst for us to establish a restaurant that stands out among the rest. We came up with an idea to open up a fast food concept restaurant focus on serving Malaysian local food.

The target markets are the working Sabahan that are on the go, but would still prefer to eat the ever so loved local cuisines without having to sit still on a table waiting for it to be prepared. The concept came with the idea that Malaysian cuisine will be able to be served as a fast food that stands in line with the other fast food restaurants, without sacrificing the authenticity and the quality of Malaysian food that locals came to know and love for generations.