



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

HAPPY BURGER

PREPARED BY:

ALMANZO VINSON MONUIL	2011935353
ANSON MAURICE	2011725389
CHRISTIA MICHAEL	2011596301
ERNEST GEORGENNYE MINJIMIN	2011745017
JAY JUNIOR PETER JIMIN	2011952073

MARCH 2014

HAPPY BURGER

1.1 EXECUTIVE SUMMARY

INTRODUCTION

Five students have gathered together and decided to open a business together and the business that has been chosen is a food service business which is a burger stall. Happy Burger is a burger stall located at Donggongon Town in Penampang area. The burger stall provides burgers for food seekers and lovers that are seeking something different and special to eat. The goal of this company is to provide burgers that are different from all the existing burger stalls at Donggongon Town Area. Happy Burger stall is not a Halal burger stall because the main ingredient of Happy Burger is pork which makes the burger not halal.

The district of Penampang consists of many different races but the majority races are Kadazan, Dusun and Chinese. Kadazan, Dusun and Chinese race are usually Christians Roman Catholics which makes them the target market of the Happy Burger business because they are allowed to eat pork.

This company is a partnership company that consists of 5 partners. These 5 partners will provide capital for the business equally and they will share the profit, equally. Partnership is chosen because partnership is easy to be set up with few formalities; financial assistance from financial institutions is easier to be secured compared to sole proprietorship and the business risk can be reduced.

HAPPY BURGER

COMPANY

Happy Burger will be partnership business entities. The company will be jointly owned by Jay Junior Peter, Almanzo Vinson, Anson Maurice, Ernest Georgennye and Christia Michael.

The Happy Burger burger stall will be located in a strategic location which is at Donggongon town. Penampang is selected because the majority people living at that area are Christians. Other than that, the raw materials needed for the burger such as pork meat, vegetables, seasonings and buns can be easily found at the area without having to import from outside sources or to travel some distance just to retrieve ingredients hence, will decrease the cost of the business. There will be small office which will be the headquarters of the company where planning will be conducted.

PRODUCT/SERVICES

Happy Burger burger stall will provide burgers for its customers and the main ingredient of the burger is pork. There will be a variety of menus to be selected by the customers such as pork burger, special pork burger and also drinks. Other than pork meat, vegetables will be added in the burgers and cheese can be added (upon customer request) and will be completed with seasonings (mayonnaise and either tomato or chili sauce).

MARKET

The food industry in Sabah is a very successful business which makes the entire major town such as Donggongon town at Penampang to be filled with food outlets. The market is dominated by local, small stalls and regional chains food companies. With the existence of other burger stalls such as Ronnie's steak and burger stalls not forgetting Tom and Don's Burger stalls that have been operating for few years it would take some time before Happy Burger stall able to catch up with them.

To create viable position in the market, the company will provide pork burger that is cheaper than the currently available pork burger. This is because our company has strategies to cut cost but the quality of service and product are still top class. This will help our company to compete and enter the food industry which specialized in selling burgers.

FINANCIAL

Our start-up expenses are RM20, 000 which is contributed from each of the partners of the company and there are also assets contributed from each of the owners. Each partners will contribute RM 4, 000 and if combined will be a sum of RM20, 000.

HAPPY BURGER

ACKNOWLEDGEMENT

Firstly, we would like to thank to God for His guidance and mercy in giving us strength to complete this ENT 300 assignment. Even with all of the obstacles and problems that occur during conducting the process of making the proposal, we finally managed to complete the proposal on time.

Next we like to say our appreciation to our ENT 300 lecturer, Mr. Franklin Hazley Lai for his support, guidance and advice in completing this assignment. Without time limits, both weekdays and weekends he managed to give feedbacks on our questions regarding the proposal directly and giving additional useful advice to us in order to make our proposal perfect.

Also, we would like to express our gratitude to our parents for supporting us physically, mentally and in material aspects while doing our business plan for Entrepreneurship course. Plus, many thanks to our friends especially our classmates from HM1115A1 to HM1115A4 for their radiant and imaginative ideas direct and indirectly while our group are completing our task.

Ultimately, thank you and congratulations to all five partners of Happy Burger company for well teamwork, patience, faith and confidence plus for the supports both mentally and physically ever since our business planning process started from the scratch until the completion of the business plan. Without the cooperation and teamwork of all the partners, it would be impossible to complete this business plan.

HAPPY BURGER

1.2 TABLE OF CONTENT

	CONTENT	PAGE
I.	LETTER OF SUBMISSION.....	1
II.	EXECUTIVE SUMMARY.....	2
III.	ACKNOWLEDGEMENT.....	4
IV.	LIST OF ABBREVIATIONS	5
V.	LIST OF TABLES.....	6
VI.	TABLE OF CONTENTS.....	7

CHAPTER 1 INTRODUCTION

9-22

- 1.0 Introduction
- 1.1 Executive summary
- 1.2 Product Description
- 1.3 Purposes Of Business Plan
- 1.4 Company background
- 1.5 Partner's profile

CHAPTER 2 ADMINISTRATION PLAN

23-40

- 2.0 Introduction
- 2.1 Vision
- 2.2 Mission
- 2.3 Objective
- 2.4 Organizational Chart
- 2.5 List Of Administrative Personnel
- 2.6 Schedule Of Tasks And Responsibilities
- 2.7 Schedule Of Remuneration
- 2.8 List Of Office Equipment And Supplies
- 2.9 Administration Budget

CHAPTER 3 MARKETING PLAN

41-58

- 3.0 Introduction
- 3.1 Profile of Product
- 3.2 Target Market
- 3.3 Market Size