



اَبُو رَسِيْقِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
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ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

DELICIOUS YUMMY PASTA

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By implementing our mind as an entrepreneur, we can see the opportunity in proposing this business in the future. With the knowledge that we have learned, we believe that this business can go further in the future. We hope that by doing this business plan, we are able to understand more on how does a business work and we are looking forward to make this business becomes reality.

Our Yummy Pasta itself would focus on producing a delicious pasta served in an extremely nice which is available for all people.

The main idea of business is DELICIOUS YUMMY PASTA. We chose this business because it is a very viable business plan based on the following reasons:

1. The business is based on a very popular and delicious food.
2. The business is based on a very popular and delicious food.
3. This business is based on a very popular and delicious food.
4. Pastas have become a very popular and delicious food, and its distinctive sauce makes the business look different from other businesses.
5. Pastas business is a very popular and delicious food, so we hope by opening the business we can introduce this business to other people.



1.0 Introduction

Pasta is a type of noodle and is a staple food of traditional Italian cuisine, with the first reference dating to 1154 in Sicily. It is also commonly used to refer to the variety of pasta dishes. In Malaysia, pasta can be found easily but not marketed vigorously.

Typically pasta is made from an unleavened dough of a durum wheat flour mixed with water and formed into sheets or various shapes, then cooked and served in any number of dishes. It can be made with flour from other cereals or grains, and eggs may be used instead of water.

Pastas may be divided into two broad categories, dried (pasta secca) and fresh (pasta fresca). Chicken eggs frequently dominate as the source of the liquid component in fresh pasta.

Most dried pasta is commercially produced via an extrusion process. Fresh pasta was traditionally produced by hand. Also, Pasta is generally served with some type of sauce; the sauce and the type of pasta are usually matched based on consistency and ease of eating.

Delicious Yummy Pasta itself would focus on producing (simpannama pasta) and provided in an economic price which are affordable for all people.

The name of our business is DELICIOUS YUMMY PASTA. We choose this business because it is a very viable business plan based on the following facts:

1. This business is new in the market to people from all ages.
2. We believe that by providing the Italian ambience for the decoration of our restaurant would attract the customers to come.
3. This business is unique because we would like to provide an economic price for the pastas itself so that many people can afford to buy it.
4. Pastas have its own attraction in terms of decoration of dishes, taste, and its distinctive sauce that flavour the pastas and this facts makes the business look different from other food businesses.
5. Pastas business in Sabah is not widely opened, so we hope by opening this business we can introduce good tasted pastas to Sabahan people.



1.1 Business Plan Purpose

1.1.1 Vision And Mission

VISION

To become a famous spaghetti stall in Sabah.

MISSION

- i. To provide a high quality pastas to customers.
- ii. To cooperate government to have a Joint-Venture agreement for big event invitation.
- iii. To become an established business in Sabah.
- iv. To promote pastas in Sabah and encourage people to taste foods from other country especially Italian food.
- v. To be the dominant pastas business in Malaysia.

1.1.2 Business Objectives

The objectives of DELICIOUS YUMMY PASTA are:-

- i. To satisfy the needs and wants of our customers.
- ii. To provide a good pastas in terms of quality, price and taste.
- iii. To introduce various types of pastas to local people.
- iv. To become a popular pastas business in Malaysia.



2.0 Administration Plan

2.1 Introduction

Every organization must have an administrative plan. Because it plays very important role in an organization. The function or the purpose of this administrative is to manage the organization welfare and monitor all the workers that worked on each organization. The administrative are the one who responsible for planning the ways on how to achieve their goals. And must make sure that all the operations in each organization run smoothly and gain profit for the company.

The administrative also responsible for allocating all the manpower that been need for each organization. The four main function of the administration is to plan, organizing, leading and controlling. First function is planning it very important to plan before starting a business this is because it is must be make sure all the resources are being fully utilized. And also planning is about how and finds a way on achieving the company goals. By planning it can be already set the goals that need to be achieved.

The second function is organizing. Why organizing is one of the functions of administration, this is because organizing is the way on how to complete the task. Who need to do the task and how the task is need to be managed, both of it need to be done by organizing it first. The admin roles here is to coordinate the workers, means that admin will try to organize the employee on what task need to be done. Because the entire worker have different task so the admin must keep the worker on their specific task.

The third function is leading. The function is leading is to make the admin or the manager lead the worker to achieve their goals. It is important because if one of the worker doing out of the track the organization will face loss in their business. That's why the leader must lead them to the right way and keep them on the right track for doing their jobs. The admin or the manager also must know the feelings of the employee. Try to understand them and if they have faced any problem they must discuss it. And most importantly the leader must care for their worker feelings.