

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
SIRUNG RESTAURANT

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EXECUTIVE SUMMARY

SIRUNG RESTAURANT is about prepared local foods. Our business located at Kota Kinabalu Sabah. While there are many restaurant everywhere,

SIRUNG RESTAURANT will take customer attention with the concept of this restaurant. Through this concept, SIRUNG RESTAURANT will slowly but surely gain market share as it provide restaurant services to the all people espacilly local people and tourist.

Moreover, we are believed that we will successfully compete with our competitors in a few years ahead. This is because nowadays people will try to find the types of foods that have varieties than the other.

As we all know that Sabah culture is the famous culture that can attract tourist attention to visit Sabah. We, SIRUNG RESTAURANT, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed something interesting and new in their life.