



UNIVERSITI TEKNOLOGI MARA (UiTM)

SABAH

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

*Somsomido
Restaurant*

BUSINESS PLAN

'SOMSOMIDO RESTAURANT'

PREPARED BY:

- | | |
|----------------------------|--------------|
| 1. MUHAMMAD REY BIN ZAIRAN | (2010158475) |
| 2. JAILANI JUHLI | (2010360639) |
| 3. MERELY KONTUNI | (2010994809) |
| 4. SUZANNE BTE ALBERT | (2010762525) |
| 5. JENNIFER JEPINUS | (2010548169) |

ACKNOWLEDGEMENT

First and foremost, we are grateful to ALLAH SWT God the Almighty, The Most Merciful and Most Compassionate as it will, we able complete and successful produce the greatest and the first our Business plan. We directly want to thank to all parties that directly or indirectly involve in complete our project because guide us and gain all source of information. Therefore, we would like to thank for Mr. Cyril Supain, lecturer for ENT300 for his lecture and support towards us to complete our Prospectus.

We also wish thank to the parties that we have not been mentioned. We will be unable to finish this working paper without your support and guidance. We look forward someday to do this business a reality.

You're sincerely

MUHAMMAD REY BIN ZAIRAN

GENERAL MANAGER,

SOMSOMIDO TRADITIONAL FOOD

CONTENT	PAGE
1.1.1 Introduction	1
1.1.2 Business Plan Purpose	2
1.1.3 Company Mission, Vision And Objective	2
1.2 Logo Description	4
1.3 Company Background	5
1.4 Background Of Partner	6
1.5 Location	11
1.6 Land And Building	11
1.7 Letter Of Agreement	11
1.8 Agreement Condition	12
1.9 Dissolution Of Partnership	13
OPERATIONAL PLAN	18
ADMINISTRATION PLAN	
2.1 Introduction	19
2.2 Objective of Administration Plan.	19
2.3 Organizational Structure	20
2.4 List of Administration Personnel	22
2.5 Schedule of task and responsibility	23
2.6 Schedule of Remuneration	25
2.7 Cost of Personnel T-shirt and Cap	26
2.8 Working Incentive Scheme	27
2.9 Working Hour	28
2.10 Office Layout	29
2.11 List of Equipment and Furniture	30
2.12 Administration budget	32
MARKETING PLAN	33
3.0 Introductions	34
3.1 Marketing Objective	34

3.2 Marketing Process	35
3.3 Product	35
3.4 Target Market	38
3.5 Market Size	40
3.6 Main Competitors	42
3.7 Market Share	44
3.8 Sale Forecast	45
3.9 Marketing Strategy	59
3.10 Marketing Personnel	63
3.11 Marketing Budget	64
OPERATIONAL PLAN	65
4.1 Introduction	66
4.2 Operational Objectives	66
4.3 Operational Strategies	67
4.4 Location	67
4.5 Symbol Used In The Process Chart	68
4.6 Transformation Process	69
4.7 Process Planning	70
4.8 Operation Layout	79
4.9 Manpower Planning	81
4.10 Production Planning	83
4.11 Purchase Forecast	95
4.12 List Of Suppliers For Raw Material	98
4.13 List Of Machine, Equipment And Material Use	99
4.14 List Of Supplier For Machine And Equipment	100
4.15 Cost Of Maintenance For The First Year	101
4.16 Overhead Requirement	102
4.17 Operational Budget	103

1.1.1 INTRODUCTION

First of all, our company launched and pleasure introduced the new idea which will generate profitability and sustainability in the market. The reasons that support the fact that our company will survive in the market because of we be the first Restaurant that serve famous traditional food in Sabah with unique landscape of Restaurant. All of our member company had been discussed and agree that our company name is Somsomido Traditional food. Why we choose this name because this name is a title of song that well known among people in Sabah. Therefore, when people hear and see about Somsomido they will remind any matter that related to Sabah whereby its people, cultural, place and Traditional food.

We choose traditional food as our main product because almost Restaurant in Sabah not really exposed the Sabahan unique food to inside and outside people. Only certain that promoted this fantastic food but the amount not to large and can be calculated that amount. That's why we choose this courses of business simultaneously we strong believe that it will give 1001 advantages to us. Other than that, we have made a research about the market competition and we do not face tight competition in launching our new Restaurant that basis of traditional food.

Our organization is different from other Restaurant because we serve the fresh 'Kampung' food that will give your feeling that food was cook by your mother and feel that you in your hometown. In order to give best customer service, we minimize the time to prepare the food to save our customers precious time. Other than that, our Restaurant landscape basis of cultural village for the purposes attract customer to come to our Restaurant. Our Restaurant concept in term of two option that food customer can take away or eat in our premises. In addition, customer can view mount Kinabalu while enjoy eat our food in our Restaurant.

We choose Ranau as our business and office location because the existing large number of tourist in this place, why I said this place many tourist because it near with mount Kinabalu and have beautiful places around Ranau such as Memorial park and Poring. Moreover, tourist can see beautiful view of mount Kinabalu from our premises while enjoy eat