



اُنيڤرسيتي ٲيكنولوݢي مارا  
UNIVERSITI  
TEKNOLOGI  
MARa

ENT 300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
KAMPUNG STYLE RESTAURANT

PREPARED BY:

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We also want to appreciate the guidance and information given from lots of people especially our lecturer, whom from the beginning had guide us and teach us in completing this business plan. We sincerely had hoped that, if there is a possibility in the future and in terms of financially stability, we are going to go on with this plan and follow our vision.

Almost anything and everything is possible nowadays, by implement what we had learn throughout the subject of Fundamental of Entrepreneurship and throughout completing this final year project, we can see clearly the possibility and the opportunity of this business. We hope that, we are able to become successful entrepreneurship in the future.

Again, last but not least, a lot of thank you for all for helping us whether helping indirect help or direct help and we are really sorry for the person who helps a lot but was not mentioned here. Only Allah can repay and may Allah bless all of you.

*Feels Like Home*



## **1. EXECUTIVE SUMMARY**

### **1.1. INTRODUCTION**

The name of our company is Kampung Style Restaurant. As we all know, there is not many restaurant or food court that serve Sabah's traditional food, whereby our restaurant serve variety of delicious and nutritious traditional food from many cultures. Our restaurant likes to fulfil people's craving for home cook taste that surely make them come again. Therefore, our restaurant will be the only restaurant that serves various traditional foods in one place.

Kampung Style Restaurant is located at Jesselton Point. Jesselton Point is strategic place for our restaurant because it is the centre of the city and one of the attractions where it is a checkpoint for tourist to go to islands and for local people to chill and hangout with beautiful view at night. In addition, Kampung Style is located near the raw material and supplier. Kampung Style is a new business for us, therefore we have to find suitable price of rental that located at strategic place which is why we choose Jesselton Point.

Our target market is all people around Sabah, local people and tourists are all welcome. Our potential prospect is local people who leave their hometown for work. The reason why we choose them as our target is because nowadays it is hard for the employees either from public sector or private sector to have leaved more than 3 days. So it is hard for them to go back to their hometown, to have delicious traditional food.

Another reason is, children nowadays are quite choosy when it come to foods that their seldom eat. It is hard for them when they follow their parents go back to their hometown and here, we are serving traditional food for parents to bring their children to enjoy traditional food. Those are the purpose of Kampung Style which is to fulfil people's craving for home cook and introduce to the children traditional food in Sabah. Last but not least, our target market is the tourists. The reason is we want to promote Sabah's Traditional food in national worldwide.



## **1.2. BUSINESS PLAN PURPOSE**

## **1.3. BACKGROUND OF BUSINESS PLAN**

### **1.3.1. VISION**

The vision of 'Kampung Style' Restaurant is to strive to provide the highest quality of food, to fulfill the customer satisfaction and to develop competitiveness in business industry. Kampung Style Restaurant will also be long last restaurant to serve Sabah's traditional food to loyal customer and have many branches at entire Malaysia.

### **1.3.2. MISSION**

To begin a business, mission must be set to run the business smoothly. Our missions include:

- ☉ To provide a delicious and full of nutrient of Sabah's Traditional food and serve great services to our customer consistently.
- ☉ To create an efficient and comfortable working environment.
- ☉ To take care of our customer needs.
- ☉ To maintain company's good name through maintenance of the quality of our product.

### **1.3.3. OBJECTIVES**

Our objectives of making this business plan are including:

- 🎯 To fulfil the demand of Sabah-an traditional food in the market
- 🎯 As a guideline in managing the business or the proposal venture
- 🎯 To evaluate the ability of thus business to compete with other competitor
- 🎯 To add the number of the Bumiputera involvement as an entrepreneur
- 🎯 To fulfil the requirements of the ENT 300 subject

## **2. ADMINISTRATION PLAN**

### **2.1. INTRODUCTION**

Administration plan is one of the most important jobs in an organization in order to insure the efficiency and success of the business to run smoothly. Our “Kampung Style Restaurant” business will be lead by one leader that will be the General Manager after that it will be follow by Administration Manager, Marketing Manager and Financial Manager.

In order to achieve our business goals, we must develop a proper planning in our business. This is one of the responsible of the administrative manager. By doing this effectively and efficiently we can avoid buying wasted materials and in return we can save some of our budget and use the money for other purpose for the business to run smoothly.

Other than that, administration manager will be the one who will in charger all employees’ salaries. Besides, administration manager also will provide training and development for the workers. This is to help the workers so that the workers can perform a great job while working.

In this administration plan, we have included our own organizational chart, list of administration personnel, the schedule of tasks and responsibilities of every manager and worker, schedule of remuneration where it is for the payment to the workers. Then, equipment and supplies and lastly administration budget including the capital expenditure, working capital and the other expenses.