



UNIVERSITI TEKNOLOGI MARA

AMBUYAT CULTURE HOUSE

ENT300 BUSINESS PLAN

DASY

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Executive Summary

1.0 INTRODUCTION

Ambuyat Culture House is located at 88554, Kota Kinabalu City Centre, 88554, Sabah, that serves authentic local traditional Malaysian and Sabahan food that satisfies all group of ages. Our restaurant also offers services such as parties, meetings, birthday celebration and more.

Since there is not many restaurant that serves traditional food are available around the Kota Kinabalu centre, that is why we decided to open up our restaurant so it can attract tourists and also local customer. Through this services, in our case food service distribution, we will surely hope that the restaurant will grow and gain market share as if we were creating a long-term relationship with our customer.

People across the city or state will consumes our products when they want to fulfil their needs for traditional food. Of course, this does not only applied to local only, tourists from other states, or country are also invited to the restaurant, as to experiences the local delicacies of Sabah. We at this restaurant guarantee to the customers that we will provided an excellent services and serves the best quality food to the customers.

We, the Ambuyat Culture House saw this opportunity to bring the culture of Sabah to the rest of the world. We also saw this business can be successful in the near future if the feedback from customer are good. People will always have the desire to eat and fulfil their stomach needs, and also to have the experience the finest food from Sabah.

2.0 PURPOSE OF THE BUSINESS PLAN

1. The Entrepreneurs (Ambuyat Culture House's Managers)

To better understand the purpose of the business and act as guidelines to manage the business creatively, effectively and efficiently.

2. Financial Institutions

This is to help and guiding us about the financial institution to evaluate the capacity of the proposed project and provide the business with loans. Financial institution that involved in this business project is Maybank Bhd.

3. Suppliers

Help the suppliers involved in our business so it can benefits both of the suppliers and the company as a long-term business arrangement.

4. Company Staffs/ Workers.

To help the workers to understand the business' goals and objectives and give a guideline to them regarding their job duties and responsibilities. We guaranteed that our staff's will do their job effectively and will full patience.

5. Customers

Convince our customers regarding the product the we offered and gives assurance and confidence to them so that they can come to eat our restaurant. Other than that, the main objective for the development of **Ambuyat Culture House**, are first to focus on delivering good services and food to our customers, either locals or foreigners. To be one of the providers of traditional food in Kota Kinabalu city centre that are available. We also wanted to make a good business relationship with our suppliers and also most importantly our own customer to maintain our business here. We also planning to expand our restaurant business as to generate more profit in the next 3 or 4 years and to make sure the our flow of production go smoothly and efficiently to increase our productivity. As we are planning about this restaurant, we are aware of the other traditional restaurant that is available near us, that is why we are interested to compete with them to make our restaurant the well known traditional restaurant in Sabah.