



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM110 5A

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME: OCHINGU RAMEN CAFE

PRODUCT NAME: RAMEN

PREPARED FOR:

DR. HASNIZAWATI BINTI HASIM

PREPARED BY:

NAME	MATRICES ID
ADRIENA ASHIRIN BINTI ROZALI	2018422778
ERIN NURIDAYU BINTI MOHD ZAHIR DIN	2018416976
NUR AQILAH BINTI ADNAN	2018638836
NUR SYAZANA BINTI CHE HASNI	2018446216
NUR FATIN AEZREEN BINTI MIHASSAN HASRI	2018295096

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LETTER OF SUBMISSION

Diploma in Administrative science (AM110)
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA Cawangan Pahang
Kampus Raub
27600 Raub Pahang

31 December 2020

Dr. Hasnizawati Binti Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
Kampus Raub
27600 Raub Pahang

Doctor,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**OCHINGU RAMEN CAFE**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

ADRIENA ASHIRIN BINTI ROZALI	2018422778
ERIN NURIDAYU BINTI MOHD ZAHIR DIN	2018416976
NUR AQILAH BINTI ADNAN	2018638836
NUR SYAZANA BINTI CHE HASNI	2018446216
NUR FATIN AEZREEN BINTI MIHASSAN HASRI	2018295096

Thank you,

Yours sincerely

Adriena

.....
Adriena Ashirin Binti Rozali
General Manager

25. will go through similarity check (Turnitin).

I am aware that disciplinary action (which may include the deduction of marks in the assignment/project) **will be taken against me if I am found to be an offender.**

18/1/2021

Fatin

Date

Student's Signature

EXECUTIVE SUMMARY

Ochingu Ramen Café is a start-up partnership company owned by a group of five friends known as Adriena, Erin, Nur Fatin, Aqilah and lastly is Nur Syazana. The café was given the name of Ochingu Ramen Café because 'chingu' brings the meaning of friend in Korean language. Since, the café was a partnership company which was shared among a group of five people which is also close friends with each other, therefore, the café was given the name of Ochingu' that translates into 'hey chingu' as in let's maintain as friends with ramen. Furthermore, the name 'Ochingu' is also to tell the customers that the café also recognizes their customers as friends. Ramen is a simple meal which was considered as a comfort food for many ramen-lovers as they are easy to make, consistent and surprisingly delicious. Ochingu Ramen Cafe offers four types of ramen – customers choose their own ramen according to their preferable. There are four main ramen flavour such as chicken, beef, seafood and egg ramen.

Ochingu Ramen has so many creativity and twist of flavours or extra toppings that could be added without spoiling the texture and the taste of the ramen. Customers can also choose their favourite topping – either they want to add more seaweed, or maybe add some fishcake, customers are given more than 10 options in the add – on list to make their bowl of ramen. However, we limit customers can only choose up to 3 toppings only and if they choose to add more, they have to pay RM1 per topping. It is a café that serves scrumptious ramen to the locals in Sham Alam in Seksyen 17 which is located near within 7-minute walk from the University Teknologi Mara Shah Alam, UiTM Shah Alam which will be easier for students to come by whenever they have a short break between classes or dinner after their hectic student schedules. The target market of the café, is not only focused on university students from the age of 19 to 29 years old, however, the target market also consists of customers within the age of adulthood of 30 to 40 years old. Ochingu Ramen Café is a small eatery with a café-like interior and concept which portrays a swift of cosiness, refreshing, warm and authentic Korean decorations to delight the customers with a very welcoming greetings and atmosphere full of

1. Business Background

Table 1.0 Business Background

Name of the Business	Ochingu Ramen
Business Address	
Correspondence Address	
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Convenience store, a small retail business
Date of Commencement	3 August 2019
Date of Registration	12 September 2019
Registration Number	G 20193217010
Name of Bank	Maybank
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 Vision