



**FACULTY OF PUBLIC ADMINISTRATION AND POLICY STUDIES  
DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)**

**ASSIGNMENT 3: BUSINESS PLAN REPORT (40%)**

**KINAKAN SABAH**

**“SABAH TRADITIONAL FOOD”**

**PREPARED FOR:**

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**PREPARED BY:**

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**GROUP:**

**AM1105D**

**DATE OF SUBMISSION:**

**29 JANUARY 2021**

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# LETTER OF SUBMISSION

Faculty Of Public Administration And Policy Studies (AM110)  
Diploma In Public Administration  
Universiti Teknologi Mara Cawangan Pahang  
26400 Pahang

29 January 2021

Madam Rozieana Binti A.Halid Bin Khalid  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Madam,

## **Submission of the Business Plan (ENT 300)**

Attach is the business plan Title “**Kinakan Sabah – Sabah Traditiional Food**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....  
Nur Shafinah Binti Amiruddin  
General Manager of Kinakan Sabah

## EXECUTIVE SUMMARY

Kinakan Sabah restaurant is a form of business based on a partnership which consists of five members who hold an important position such as General Manager, Administration Manager, Marketing Manager, Operational Manager, and Financial Manager. The business capital has amounted to RM 54 838 where the contribution of each member is RM 10 967.60. This business provides manufacturing food and beverage according to customer demand of Sabah Foods. Kinakan Sabah with the motto “ From a northern portion of Borneo to your mouth” is located at USJ 10 Taipan Business Centre, UEP Subang Jaya, 47650 Selangor, Malaysia.

Kinakan Sabah is the restaurant that focuses on provides Sabah Foods in many types in Subang Jaya. The purpose of this business is to open the eyes of customers to try Sabah food that is truly unique and interesting. Apart from that, Subang Jaya is a strategic place because the place is always crowded with people. No matter old or young, the place is always full and gives space to the Kinakan Sabah business to thrive in line with today's economic growth. Next, Sabah food made using Sabah original recipes that will amaze customers to always try the various Sabah foods that our business provides. Facilities such as tables and chairs can accommodate 100 customers at a time.

To make it even more interesting, we decided to make some innovations by implying ourselves creativity and modern elements in this Sabah Food. We have created several ways to attract customers outside of Subang Jaya, namely posting advertisements on the uniqueness of Sabah food on Instagram and Facebook. Therefore, we hope for the future, our business is growing.

## 1. Business Background

Table 1.0 Business Background

<b>Name of the Business</b>	Kinakan Sabah
<b>Business Address</b>	
<b>Correspondence Address</b>	
<b>Website</b>	-
<b>E- mail</b>	
<b>Telephone Number</b>	
<b>Fax Number</b>	-
<b>Form of Business</b>	Partnership
<b>Main Activity</b>	Manufacturing Food and Beverage
<b>Date of Commencement</b>	27/1/2020
<b>Date of Registration</b>	3/2/2020
<b>Registration Number</b>	20200200999
<b>Name of Bank</b>	RHB Bank Berhad
<b>Bank Account Number</b>	

### 1.1 Vision and Mission

#### 1.1.1 Vision

To introduce and diversify Sabah food by becoming a high quality food business while bringing the uniqueness of Sabah food in the eyes of the community.

#### 1.1.2 Mission

Our mission is to share our family's authentic Sabah recipes with the Peninsula Malaysia.