



FUNDAMENTAL OF ENTREPRENEURSHIP
ENT 300

BUSINESS PLAN
QUEEN'S PASTA FT.

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EXECUTIVE SUMMARY

Queen's Pasta FT is a locally owned western food outlet. It is no specific location but we are usually at the 3 strategic places that we have decided which is at City Park, Cybercity and *Teluk Likas* that is around Kota Kinabalu. **Queen's Pasta Ft** is a bus cafe services that produce and serving pasta with different taste and combination of food that will satisfy the desire of the customers and will come to the premise. Instead of serving pasta, our premise also provides different types of beverages.

Nowadays, there are many outlets that provide different types of western food, so we as the new comers in the field of western food come with new 'rarely' recipes and also unique 'moving café' that hard to find in Sabah. Together with that, we will give excellent service to the customers to give fully satisfaction.

In attracting the customers, **Queen's Pasta Ft** will be operating in the City Park KK in the morning because we know there are the strategic place to gain profit. Then, we will move to the Cybercity at Kepayan at the afternoon until evening and there is also a strategic place because there have lots of apartments. After that, we will be moving to *Teluk Likas*, Kota Kinabalu at the evening. With the beautiful sunset and the wonderful ocean view, also there is a strategic place to picnic, family, friends or couple can enjoy the beautiful nature with the delicious pasta and drinks.

Queen's Pasta Ft take this opportunities as the way of success in this type of business and will expand the business to the entire state of Sabah one day.

COMPANY BACKGROUND PURPOSE

The purpose of this business plan is as the first step as a module before starting a business. This business plan is very important to a new company like **QUEEN'S PASTA FT** because it may help us to maintain our business longer in the Malaysia market.

The purposes of doing this business plan are:

- i. To show the financial strength of the company especially when applying for loans and to convince the investors towards providing funds or other financial institution.
- ii. To fulfill one of the terms and condition that stated in ENT300 project.
- iii. As a guideline for us in setting, planning, managing, handling and controlling our business for day to day management, budget, financial forecast, strategies, target market and even long-term goal.
- iv. As a master plan of an organization that necessary to calculate the effectiveness on running such business.
- v. It is also prepared to state clearly the information of the certain authorities' parties to get permits or other facilities in the mean of formation of a business.
- vi. This business plan can be utilized to convince the suppliers the ability of paying back on credit and the ability to carry out a project of services from customers or the tender board.
- vii. To improve any weaknesses arise by comparing the actual performance of the firm with its master plan. It is to see whether it is a favourable or unfavourable situation.