



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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GROUP:

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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



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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

Name of the Business	Kinakan Sabah
Business Address	USJ 10 Taipan Business Centre, UEP Subang Jaya, Selangor, Malaysia. , 47650 Malaysia
Correspondence Address	USJ 10 Taipan Business Centre, UEP Subang Jaya, Selangor, Malaysia. , 47650 Malaysia
Website	-
E- mail	
Telephone Number	
Fax Number	-
Form of Business	Partnership
Main Activity	Manufacturing Food and Beverage
Date of Commencement	27/1/2020
Date of Registration	3/2/2020
Registration Number	20200200999
Name of Bank	RHB Bank Berhad
Bank Account Number	

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.