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# EXECUTIVE SUMMARY

## 1.0 INTRODUCTION

### 1.1. NAME OF THE COMPANY



The name of our company is TBACS Mediterranean Restaurante. We are partnerships businesses. There are five all of us together and we also have decided to pick our company name based on our names which is T for Tim stands for Fatimahnur (nick), B for Biby stands for Norafizan (nick), A for Ain stands for Noor Ain (nick), C for Chris stands for Christianah (nick) and lastly is S for Shar stands for Sharlia (nick). The reason we choose TBACS as our restaurant name is it much easier for us to pronounce it which also easy for the customer to remember.

### 1.2 NATURE OF BUSINESS

TBACS is a business restaurant that focusing on Mediterranean cuisine menu from the breakfast meal to the dinner meal. All of our menu that serves to the customer are freshly cook from our own kitchen. The uniqueness of our business is we are the first restaurant who fully serves the Mediterranean cuisine in Kota Kinabalu City with an affordable price. Customer will enjoy good food with good price.



### 1.5 DATE OF BUSINESS COMMENCEMENT

We are expecting to start this business in middle January 2013, which is January 18<sup>th</sup> 2013. We need time to renovate and rearrange the furniture and machineries into the shop and prepare the restaurant completely before open to the customer to come.

### 1.6 FACTORS IN SELECTING THE PROPOSED BUSINESS

Mediterranean cuisine is a vegetable-dominant cuisine. The most prevalent ingredient in Mediterranean cuisine is olive oil, eggplant, artichokes, squash, tomatoes, legumes, onions, mushrooms, cucumbers, and a variety of greens are served fresh, baked, roasted, sauteed, grilled and pureed. Meat is used sparingly and is mostly grilled. Yogurt and cheese are also a major component of Mediterranean cooking. Close proximity to the Mediterranean Sea provides access to fresh seafood. Fresh herbs are used in abundance.

As we know, Mediterranean cuisine is one of the famous cuisine that is listed in the list same as western cuisine or any types of cuisine around the world since long time ago. In establishing this business, food lover will always look forward for the best place to have their favourite dish even they have to pay a higher price only to satisfy their demands. Since Mediterranean cuisine can only be had in certain places such as hotels and high standards of restaurants or any in high rate hotels.

The main reason why we are choosing the proposed business, TBACS restaurante Mediterranean cuisine is because we see this is an **opportunity** for us to steal since there is no restaurant in Kota Kinabalu City that is fully serves food based on Mediterranean cuisine. We want to be the first who runs a restaurant with serving foods based on Mediterranean cuisine, not only to be the first but also to fulfil the customer **demand** where they can enjoy good food with good price. Our food will be charged with standard price but still affordable to customer especially from the middle income level and low income level. In establishing business not only to see the opportunity and fulfil demands, but we also expecting high **profit** by running this business.