

UNIVERSITI TEKNOLOGI MARA SABAH

KOTA KINABALU CAMPUS



HAKMILIK
Perpustakaan
Universiti Teknologi MARA
Sabah

ENTREPRENUERSHIP (ETR 300)

GROUP ASSIGNMENT

STEAMBOAT HOUSE RESTAURANT

SALINAN FOTO TIDAK DIBENARKAN

NAME:

MALISA WAHID (2004169001)

RENE MUHAMAD (200416893)

SANDRA ADRIA AWAH (2004169040)

VERNON BIDDER (2004351840)

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PROJEK PELAJAR

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LOGO

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First of all, we want to thank god to give us willingness to complete our report. We also want to thank all parties who are helping and support us in completing our business plan report. With the help and support that we get, we able to complete our business plan report because they are the source of our information. Therefore, we would like to thank all the lecturer of Universiti Teknologi Mara for their help and support towards us.

Besides that, we also want to thank to Sri Maju Steamboat Restaurant for giving us information about steamboat that related to our business plan report. We also want to thank to our tutor Mdm Roslida Ramlee for give us direction to complete our report. Lastly, we thank to our family and friends who had give us support either directly or indirectly.

Steamboat is the product that our company provides, we choose this name of business because it related with our field of business.

2. Symbol of house

We used the house symbol as our logo is to portray that we are specialize in steamboat.

3. Color of logo

We choose peach color because it easy to attract people to come to our restaurant. The color is soft and not striking to be seen by public.

SECTION 1: EXECUTIVE SUMMARY

"Steamboat House Restaurant" is the name of our company. By merely referring to the name of our company, it is downright apparent that the nature of our business is specializing in steamboat.

According to Maslow's hierarchy, food is the most basic needs for human. As for Malaysian, food is not just a basic need but they love to try many types of delicacy with different cooking styles. Steamboat is getting popular among the Malaysian as the way of food prepared and served.

Our business is due to commence next two years namely on 1st January 2009. There are several factors that lead to our decision of selecting steamboat as our business. Firstly, eating steamboat with family or friends can emphasize unity and togetherness, because it is done from a single shared pot. The steamboat style of dining is often taken nice and slow; the diners often chat while they are eating together. Secondly, steamboat can consider as healthy food because of the method of cooking, which using less oil. Lastly, it is easy to handle because the cooking pot is placed in the middle of the table and customer can loaded the ingredients into the hot pot by themselves.

In the future, our business will become more and more successful and prosperous as years pass by. We will establish branch outlet within Kota Kinabalu and its surrounding areas. Tentative points of area are Kota Kinabalu City, and Lintas. Apart from that, we will add variety of soups and ingredients in our restaurant so that customer can have more choices when eating steamboat.