

UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU CAMPUS  
FACULTY OF APPLIED SCIENCE  
DIPLOMA IN SCIENCE

FUNDAMENTALS OF ENTREPRENEURSHIP  
(ETR 300)

SABAHAN CUISINE RESTAURANT  
ENTERPRISE

MOHD NAZRAM BIN AMARIH	2004296036
FARAH ZAAHIDA BINTI	2004296155
CHE NOOR AZAM	
NURHAFIZAH KIMIN	2004296148
AFFEROLINAH BINTI MOHD	2004664420
AFFENDY	
SUMAIYAH BINTI ABD. RAHIM	2004486606

DATE OF SUBMISSION  
09 APRIL 2007

## Acknowledgement.

Gratefully, finally we completed this business plan with in the given time. With this opportunity, our group would like to express our thankful and appreciation to all party that has been given such a great helping throughout the accomplishment of our business plan.

A lot of thanks lead to Allah S. W. T. because with his blessing we have completely finished this business plan without any big problem arises.

Thanks to our tutor, Miss Dayang Haryani Diana Binti Ag. Damit who definitely guides us on the right track to go success and achieve what would be the mean of it. Not forgetting our lecturer, Associate Professor Mat Yassin Bin Jamil for the knowledge in the Fundamentals of Entrepreneurship (ETR 300) lectures. Appreciations also lead to the coordinator of MEDEC as well, Madam Jasmine Binti David for the contribution in preparing this business plan.

We want to thank our family for their financial support as well as prayers and moral support. We also want to thank our friends that help us and given such a good cooperation through the preparation of this business plan. We are deeply thankful and owe our gratitude to those who has helped us.

Not forgetting to thank all party that has given lot information to us in completed process of this business plan. Without them, we cannot complete this business plan.

Once again, we want to say thank to the entire person who help us even a small and simple help in the progressing of this business plan. For those name that are forgotten to mention, thank you and we appreciate your kindness.

We hope that his business plan will be useful for those who are interested by using this as a proper guideline in the future.

	RM 5 000
Affendinah Binti Mohd Affandy	RM 5 000
Gumalyah Binti Abd. Rahim	RM 5 000

(e) Profits or losses are to be shared equally.

(f) All partners must actively participate in the management of the business.

<b><u>TABLE OF CONTENTS.</u></b>	<b>23</b>
5.1. Introduction	24
<b>SECTION 1: EXECUTIVE SUMMARY AND INTRODUCTION</b>	<b>1</b>
1.1. Executive Summary	2
1.2. Introduction	4
6.2.3. Business Vision	23
<b>SECTION 2: BUSINESS PLAN PURPOSES</b>	<b>6</b>
2.1. Purposes	7
6.2.6. Type of Building and Infrastructure	28
<b>SECTION 3: BUSINESS BACKGROUND</b>	<b>9</b>
3.1. Background	10
3.2. Logo of Business	11
3.2.1. Explanations of Logo of Business	12
3.3. Motto of business	13
3.3.1. Explanations of Motto of Business	14
6.6. Administration Budget	38
<b>SECTION 4: OWNER'S OR PARTNERS' BACKGROUND</b>	<b>15</b>
4.1. General Manager	16
4.2. Administration Manager	17
4.3. Marketing Manager	18
4.4. Operations Manager	19
4.5. Financial Manager	20
<b>SECTION 5: LOCATION OF THE BUSINESS</b>	<b>21</b>
5.1. Location	22

<b>SECTION 6: ADMINISTRATION PLAN</b>	<b>23</b>
6.1. Introduction	24
6.2. Organization	24
6.2.1. Introduction to the Organization	24
6.2.2. Business Mission	24
6.2.3. Business Vision	25
6.2.4. Business Address	25
6.2.5. Location Plan	25
6.2.6. Type of Building and Infrastructure	28
6.3. Organization Chart	29
6.4. List of Administration Personnel	30
6.5. Schedule of Task and Responsibilities	31
6.6. Schedule of Remuneration	34
6.7. Other Benefits	35
6.8. List of Office Equipment and Supplies	37
6.9. Administration Budget	38
7.7.3. Sales Collection in Year	69
7.8. Marketing Strategies	74
7.8.1. Product or Service Strategies	75
7.8.2. Price	77
7.8.3. Place or Distribution	78
7.8.4. Promotion	80
7.9. List of Marketing Personnel	80
7.10. Schedule of Tasks and Responsibilities	87
7.11. Schedule of Remuneration	89
7.12. Marketing Budget	89

---

### 1.1. Executive Summary.

Our group has decided and agreed upon to set up a business due to the rapid development in our country. The name of our business is Sabahan Cuisine restaurant. We choose this name because our business is related with Sabahan people.

About the nature of our business, it is related to Sabahan traditional foods. Our restaurant served variety of Sabahan traditional foods that rarely been served by other restaurant. This Sabahan traditional foods are made from the original recipes from local peoples because we want maintain the Sabahan traditional foods so that the new or modern generations know about it. This is because Sabahan people that rich with a variety of traditional foods that from their inherent.

About industry profile of our business, it is part of Restaurant Industry. In fact, this industry is wide because we will see that wherever we go, there must be a restaurant or something related with foods. This is because people need foods to get energy for survive in the earth. Because of this industry is wide, we try to make something different in our restaurant by serving a local Sabahan traditional foods to make it more attractive and unique.

Our business, Sabahan Cuisine Restaurant is located in Alamesra, Sulaman~Coastal Highway, 88400 Kota Kinabalu, Sabah, Malaysia. We choose this place because this is strategic place where there are many visitors going in and out. Besides, location of our business is very strategic because near with Universiti Malaysia Sabah (UMS) and Hypermall that can contribute to increases customers due to many students, lecturers, workers and so on. This place also has facilities such as electricity, water, phone line, and many more.