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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

i. Name of the Business

Ocean Dynasty Seafood Restaurant

Ocean Dynasty Seafood Restaurant is a proposed partnership business established to provide high-quality seafood dining services in Kota Kinabalu, Sabah. The restaurant aims to offer fresh seafood, authentic Sabahan cuisine, beverages, and excellent customer service in a comfortable and family-friendly dining environment. By combining quality food with affordable prices, the restaurant hopes to become one of the preferred seafood dining destinations for both local residents and tourists.

ii. Nature of Business

Ocean Dynasty Seafood Restaurant operates as a **partnership business** in the **Food and Beverage (F&B) industry**, specialising in seafood cuisine. The restaurant offers dine-in, takeaway, catering, and online food delivery services to meet different customer needs. Besides serving fresh seafood dishes, the restaurant also provides a selection of local Sabahan cuisine, beverages, and desserts to ensure customers enjoy a complete dining experience.

The business is managed by five partners, each responsible for different functional areas, namely administration, marketing, operations, finance, and overall management. This management structure enables the business to operate efficiently while ensuring every department performs its responsibilities effectively.

iii. Industry Profile

The food and beverage (F&B) industry is one of the fastest-growing industries in Malaysia and continues to contribute significantly to the country's economy. The

CHAPTER 2: ORGANIZATIONAL PLAN

2.1 Introduction to the Organization

2.1.1 Vision

To become the leading premium seafood restaurant in Kota Kinabalu, Sabah, recognized for serving fresh and high-quality seafood, delivering exceptional customer service, and providing memorable dining experiences while expanding throughout Malaysia.

Ocean Dynasty Seafood Restaurant aspires to establish a strong reputation as a trusted seafood restaurant that consistently meets customers' expectations through quality food, excellent service, and a welcoming dining atmosphere. The company also aims to become a preferred destination for both local residents and international tourists seeking authentic seafood cuisine while continuously improving its products, services, and business performance.

2.1.2 Mission

Ocean Dynasty Seafood Restaurant is committed to serving fresh, delicious, and high-quality seafood prepared using locally sourced ingredients from Sabah. The restaurant strives to provide excellent customer service, maintain the highest standards of food hygiene and cleanliness, and create a comfortable and enjoyable dining environment for every customer.

In addition, the company is dedicated to supporting local fishermen and seafood suppliers, continuously improving its menu through innovation, and developing professional employees through teamwork, training, and effective management. By maintaining consistency in food quality and customer satisfaction, Ocean Dynasty Seafood Restaurant aims to build long-term customer loyalty while achieving sustainable business growth and becoming one of Sabah's leading seafood restaurants.