



BUSINESS PROPOSAL :
UMMI RESTAURANT
PREPARED FOR :
THE PANEL OF FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR300) COURSE

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CONTENT

CONTENT	i-iv
EXECUTIVE SUMMARY	v
1. INTRODUCTION	1
1.1. INDUSTRY VIEW	1-3
1.2. PURPOSES	3-4
1.3. FIRM BACKGROUND	4-5
1.4. LOCATION	5
1.4.1. OFFICE LOCATION	5
1.4.2. SHOP LOCATION	5-6
1.5. PATNERS BACKGROUND	6-7
2. ADMINISTRATION PLAN	7
2.1. VISION, MISSION, OBJECTIVE	7
2.1.1. VISSION	7
2.1.2. MISSION	7
2.1.3. OBJECTIVE	7
2.2. ORGANIZATION FORMATION	7-10
2.3. ORGANIZATION STRUCTURE	11
2.4. ORGANIZATIONAL PLAN	11-12
2.5. SCHEDULE OF TASK AND RESPONSIBILITY	13
2.6. LIST OF ADMINISTRATION PERSONNEL	14
2.7. OFFICE LAYOUT	14-16
2.8. ADMINISTRATION BUDGET	17-21
3. MARKETING PLAN	22
3.1. MARKETING OBJECTIVE	22
3.2. PRODUCT & SERVICE DESCRIPTION	23-24
3.3. TARGET MARKET	25
3.3.1. COMMON BASES FOR SEGMENTATION	25-26
3.4. MARKET TREND AND SIZE	26
3.4.1. MARKET TREND	26
3.4.2. MARKET SIZE	27-28
3.5. COMPETITION	28

3.5.1. COMPETITOR	28
3.5.2. MARKET SHARE FORECAST	28-30
3.5.3. SWOT ANALYSIS	30
3.5.4. SOLUTION TO OVERCOME THE WEAKNESSES AND THREATS	30-31
3.5.5. STRATEGY TO INCREASE MARKET SHARE	31
3.6. SALES FORECAST	31
3.6.1. SALES FORECAST (MONTHLY – YEAR1)	31-34
3.6.2. SALES FORECAST (YEAR 2 AND YEAR 3)	34-35
3.6.3. STRATEGY TO INCREASE SALES	35
3.7. MARKETING STRATEGY	35-36
3.7.1. PRODUCT STRATEGY	36-37
3.7.2. PRICING STRATEGY	37
3.7.3. PROMOTION STRATEGY	38-40
3.7.4. PLACE STRATEGY	40
3.8. MARKETING BUDGET	41
3.8.1. ASSETS	41
3.8.2. WORKING CAPITAL	41
3.8.3. OTHER MARKETING EXPENSES	41
3.8.4. MARKETING BUDGET	42
4. OPERATIONAL PLAN	43
4.1. PROCESS PLANNING	44
4.1.1. PRODUCT	44
4.1.2. SERVICES	45
4.2. OPERATION LAYOUT	46
4.2.1. OPERATION OFFICE LAYOUT	46
4.2.2. SHOP LAYOUT	46
4.2.3. DESCRIPTION FOR KITCHEN EQUIPMENT	47-48
4.3. PRODUCTION PLANNING	49
4.3.1. PRODUCTION PLANNING	49-59
4.3.2. BREAK-EVEN POINT	60
4.4. MATERIAL AND EQUIPMENT PLANNING	61
4.4.1. LIST OF RAW MATERIALS	61
4.4.2. MATERIAL REQUIREMENT SCHEDULE	62-63
4.5. EQUIPMENT AND MACHINE PLANNING	64
4.5.1. EQUIPMENT PLANNING	64
4.5.2. MACHINE PLANNING	65-66
4.6. MANPOWER PLANNING	66
4.6.1. OPERATIONAL CHART	66
4.6.2. LIST OF OPERATION PERSONNEL	66

EXECUTIVE SUMMARY

This business proposal is about the business proposed by our partnership. It is about a restaurant named Ummi Restaurant which will be located at Alamesra, Kota Kinabalu, Sabah. The operation will be started on 1st January 2014. The business will provides service and product. The service provided is serving hot malay dishes. The speciality is there are choices of dishes which will be cooked with belacan and without belacan, depends on the request from the customers. Furthermore, we also provide sambal belacan for every dishes that we served as it is our main product.

First of all, in the administrative plan, it is all about the business background. There will be the detail on the industry view of the business, purposes of the business, the business background, the location of the shop and office, the formation of the business and last but not least the administration budget.

Next, in the marketing plan, it is about the marketing strategy that will be used in order to achieve the target market. Moreover, marketing is actually how the product and service of the business will be market. This is important for the business in order to achieve the objective of the business. In addition, we need to know the marketing budget in order to finance the business smoothly.

However, in the operation plan, it is mostly about the quantitative data on the cost of operation. Here, the flow of process planning on the service and product will be shown. In this operation plan, there usually will show the flow of the business operation more detail. Besides that, the final output of this process is the operational budget.

Lastly, it is the financial plan. Here is the process where the administrative, marketing and operational budget are compiled together in order to prepare the cash flow, statement of comprehensive income, statement of financial position and financial ratio analysis to be done.

1.1 Industry View

The food industry in Malaysia has expanded each year. It is a type of service that demanded by every human being as food is a necessity to us. We serve 'Belacan' as our main product. 'Belacan' has been very popular in Malaysia- Peninsular and Sabah, Sarawak since many ages ago. Our business will be located at Alamesra, Kota Kinabalu, Sabah. There are many ethnic and races in Sabah. Not only Malay, other races also consume 'belacan' as their everyday food. This will ease our food industry which our main

1.0 INTRODUCTION

The business registered name is UmMi Restaurant. It is named UmMi because the chef is actually the mothers of the partners. Furthermore, all of the dishes and sambal belacan is made by the partners' mother. As dedication to the mothers, thus, we have decided to names the partnership as UmMi Restaurant. UmMi Restaurant is selling special home-made sambal belacan as the product, and malay dishes served/ cooked with/ without sambal belacan as the service provided by the restaurant. The business operation will be started on 1st Jan 2014. This business plan is prepared for the panel of Fundamentals of Entrepreneurship (ETR300) course. The partners of the business are Nazihah bt Mohd Harun, Fazilah bt Ahmad, Nur Hamieza bt Mohamad and Nurul Atiqah bt Anuwar. The correspondence address of the business is at Alamesra, Kota Kinabalu, Sabah. In a nutshell, this business has potential to go further in food industry because it has the special home-made sambal belacan and malay dishes family's recipe. Moreover, we do serve 2 spiceness of sambal belacan in order to fulfil the customer satisfaction as different customer has different taste. Besides, we are not only offer dishes that cooked with sambal belacan, we do offer other hot dishes without sambal belacan in order to fulfil customer satisfaction that do not prefer sambal belacan. We are offering variety of dishes that is not only for sambal belacan followers but in the same time we are trying to fulfil the non-sambal belacan follower satisfaction too.

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