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SAMARAHAN CAMPUS**

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION**

**CURRYBANG HOUSE**

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**“BERSATU BERUSAHA BERBAKTI”**

Sekian.

Yang benar

**MOHAMAD HASIMI BIN ABDULLAH**  
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## **EXECUTIVE SUMMARY**

There are criteria and conditions that have to be fulfilled which require the involvement of effort and precision of producing our goods. Without such conditions, the business cannot run properly and organizational goals will not be achieved. These conditions must be achieved in order for the business to take position in the first place.

Firstly, the organization has to attain a business or trade license from related authorities due to the organization's location. The organization must be registered and recognized by the particular departments of government in food product.

Secondly, the needs and demands of the customers are to be recognized in order to satisfy them. This will be achieved by producing high quality "*roti jala*" and curry that interest all parties. When these requirements are fulfilled, the organization can maximize the profits from the business and increase the number of customers.

Thirdly, all the machineries, equipment and materials will be checked and re-checked to ensure no contamination on the goods and avoiding risk to customers' health when purchasing our organization's products. This is important not just for the purpose of gaining customer, but also in order to sustain the trust and existing numbers of customers. It is their rights according to the law to buy and purchase quality products from the providers, and must also be treated in a proper order.

Fourthly, in order to run an organization, a sufficient amount of human resource is needed in order to produce "*roti jala*" and curry of high quality standards and maintaining the main workplace in the long run. The workers must be qualified, experienced, have a wide knowledge on producing "*roti jala*" as well as curry and



### **1.3 PURPOSE OF THE BUSINESS PLAN**

The business plan is prepared for various reasons. Among the main reasons are:

1. To allow entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical matter.

By using the plan, entrepreneurs will have strong and well-grounded information to supplement the planning as well as the decision-making process. This way, CurryBang House has more realistic plan.

2. To analyze and evaluate the capability of a proposed venture.

A plan can be used to determine the usefulness and capability of a proposed business venture. The information gathering and analysis that is done as part of preparing the business plan can give early indication as to the capability of a project. Thus, the entrepreneur can make a better judgment before investing in the proposed venture.

3. To convince relevant parties of the investment potential of the project.

The plan can also be used as a communication tool to convince potential investors of the *viability of a proposed venture*. The *availability of a plan* will boost the confidence of interested parties to finance the cost of the venture. Potential investors may include financial institutions, private investors, suppliers and also the government agencies.

~~4.~~ As a guideline for business management.

The plan can further be used as a guide for managing the proposed venture. In preparing it, the entrepreneur has laid down the plans and strategies for running