



FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)
BUSINESS PLAN
GROUP : AP119 4F

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

UNIVERSITY TECHNOLOGY MARA CAMPUS SERI ISKANDAR PERAK

DEPARTMENT OF BUILDING SURVEYING

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EXECUTIVE SUMMARY

Grill and Toast Restaurant will be moderately priced 60 seat restaurant offering traditional food and self-service. Emping, Ayam Buah Keluak, Opok-Opok, Kerabu Sare and any other things are all on the menu. The restaurant will be own by sole proprietorship and under experienced management, headed by General, Muhammad Imran bin Sabri. The restaurant will have a Finance Manager, an Operations Manager, a Marketing Manager and Administrative Manager this organization emphasizes functional specialities to perform task.

Grill and Toast Restaurant will be located at Jeti Semeling, 08000, Sg. Petani, Kedah. Although the location was previously utilized as a restaurant, the former tenant removed the majority of the furniture, fixtures, and equipment which will need to be replaced. The location will also require some additional renovation to increase table space in dining area.

The restaurant will operate five days a week. Sales projection assume 300 customers per month and RM15.00 per person resulting in month's sales of just over RM25,000.00 or RM363,000.00 annually. Our pricing strategy will be based on the objectives to get reasonable profit and ensure the satisfaction of the customers to continue doing the business in the future.

1.0 BUSINESS DESCRIPTIONS

The name of the company is Grill & Toast Restaurant. The name of the restaurant was given because in the restaurant there are many chefs who are very expert in grilling and toasting. The restaurant are made to satisfy our customer with our menu which is consist of many traditional foods that getting forgotten by many youngsters now.

The business was set up because there are many factors that can make the business become more popular or viral among the people in Kedah. One of them is the menu of the restaurant are appropriate to all customer regardless of age or races. The menu of the restaurant have variety of foods such as nasi lemak, capati, tosei, noodles and many more. The dishes are prepared by many chefs regarding the type of foods. Other than that, the restaurant is located near the peaceful and beautiful lake under the bridge. The customer not only can taste the delicious foods, but also can enjoy the view and the panorama of the river.

1.1 COMPANY BACKGROUND

NAME OF ORGANIZATION	GRILL & TOAST RESTAURANT
BUSINESS ADDRESS	Jeti Semeling, 08000, Sg. Petani, Kedah
WEBSITE/E-MAIL ADDRESS	grillandtoast@gmail.com
TELEPHONE NUMBER	017-4197024
FORM OF BUSINESS	Sole Proprietorship
MAIN ACTIVITIES	Serving traditional foods
DATE OF COMMENCEMENT	1st February 2018
DATE OF REGISTRATION	31st December 2017
NAME OF BANK	Bank Islam
BANK ACCOUNT NUMBER	02020029050131

2.0 OWNER DESCRIPTION



NAME OF OWNER/PARTNERS	Muhammad Imran Bin Sabri
IDENTITY CARD NUMBERS	000902020183
PERMANENT ADDRESS	116, Jalan Penghulu Him, 08000, Kedah, Sg.Petani
CORRESPONDENCE ADDRESS	4, Taman Dahlia, Jalan Sungai Layar, 08000, Sungai Petani, Kedah
E- MAIL	imransabri999@gmail.com
TELEPHONE NUMBER / FAX NUMBER	0174197024
DATE OF BIRTH	02/09/2000
MARITAL STATUS	Single
ACADEMIC QUALIFICATION	Diploma
COURSE ATTENDED	Building Surveying
SKILLS	Management
EXPERIENCES	-
PRESENT OCCUPATION	Student
PREVIOUS BUSINESS EXPERIENCE	Working in restaurant as a bartender