



اَوْنَبُوْرَسِيْتِي تِي كُنُوْلُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**ENTREPRENEURSHIP (ENT300)**

**“AKBAR BURGER RESTAURANT”**

PREPARED FOR:

**EN. JOHARI ABDULLAH**

PREPARED BY:

**NURFATIN ATHIRAH BINTI MOHD AZMAN**

**RICHEALSEA RIXXY LIBAU ANAK RICKY NELSON LIBAU**

**NURDAYANA SABREENA BINTI MOHAMAD ZAINUDIN**

**DORINNA RITIE LADING**

**SYED MUHAMMAD RADZI BIN SYED ABDULLAH**

GROUP:

**HM1114A**



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AKBAR BURGER,

Diploma in Hotel and Tourism Management,

Universiti Teknologi MARA (UiTM) Sarawak,

Kota Samarahan Campus 2,

Jalan Meranek,

94300 Kota Samarahan.

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Sir Johari Abdullah,

Universiti Teknologi MARA (UiTM) Sarawak,

Kota Samarahan Campus 2,

Jalan Meranek,

94300 Kota Samarahan.

Dear Sir Johari,

**Submission of the Business Plan**

Referring to the above matter, we the shareholders of AKBAR BURGER would like to submit our business plan for your further evaluation and review as required in completing the ENT300 course.

2. For your information, we are interested to establish a business that only focuses on the quality and preparation of pizza. Besides that, we believe that our business will surely compete stiffly with other competitors and also satisfy every customer.



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## EXECUTIVE SUMMARY

The form of the business is partnership. It is a collaboration among our members to form or come out with a business. AKBAR BURGER consists of 4 members all together and each of us will contribute in term of capital with a certain amount as agreed in the agreement. Our business will start operating in 1<sup>st</sup> January 2017

All members are entitled to participate in the management of the business. We have discussed and all agreed that NurFatin Athirah Binti Mohd Azman will be the General Manager of the business. As for our Admin Manager will be entitled to Nurdayana Sabreena Binti Mohamad Zainudin. We appointed Dorinna Rltie Lading as our Marketing Manager as she has a better knowledge in marketing. Next we choose Syed Muhammad Radzi as our Operational Manager and last but not least our Financial Manager will be Rlchealsea Rlxy Libau.

The head or the lead of the management of AKBAR BURGER is the General Manager and will be assisted by other managers. Leading, controlling, organizing and planning of the entire business are the responsibility of the General Manager. Developing marketing strategies, identifying market shares, and develop market forecast are the responsibility of the Marketing Manager as well as promoting the company. The operation business or the flow of the business will be control and monitor by our Operational Manager. Next, Admin Manager will responsible for the office administrative and other thing regarding the company's office. All things about the financial of the company will be manage by our Financial Manager.





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## **INTRODUCTION TO BUSINESS PLAN**

### **Name of the company**

The name created for our company is 'AKBAR BURGER'. By putting the word "AKBAR" means Big in Arabic. We believe by using this name will surely attract many customers as the name will give curiosity to our customers on the taste of our burger as well as what we offered in our business.

### **Nature of the business**

Our nature of the business is based on big-sized burger. We focus on providing the highest quality of burger with an excellent service. Our company also proved service for any occasion at our store, in order to fulfill the wish of customers that loves burger.