



UNIVERSITI TEKNOLOGI MARA SARAWAK
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDY

DIPLOMA IN PUBLIC ADMINISTRATION

(AM 110)

(ENT 300)

ENTERPRENEURSHIP PROPOSAL
RASA D'BORNEO BISTRO PTE.LTD

Prepared by:

MOHD HAZIQ BIN KAREM (2008293808)

ROZAINAH BINTI HAMIDDON (2008293834)

BONIFACE ANAK SELIMAH (2008293788)

NURMASHITAH BINTI RAPA'EE (2008293792)

LAURA PERITHA ANAK TUPI (2008264444)

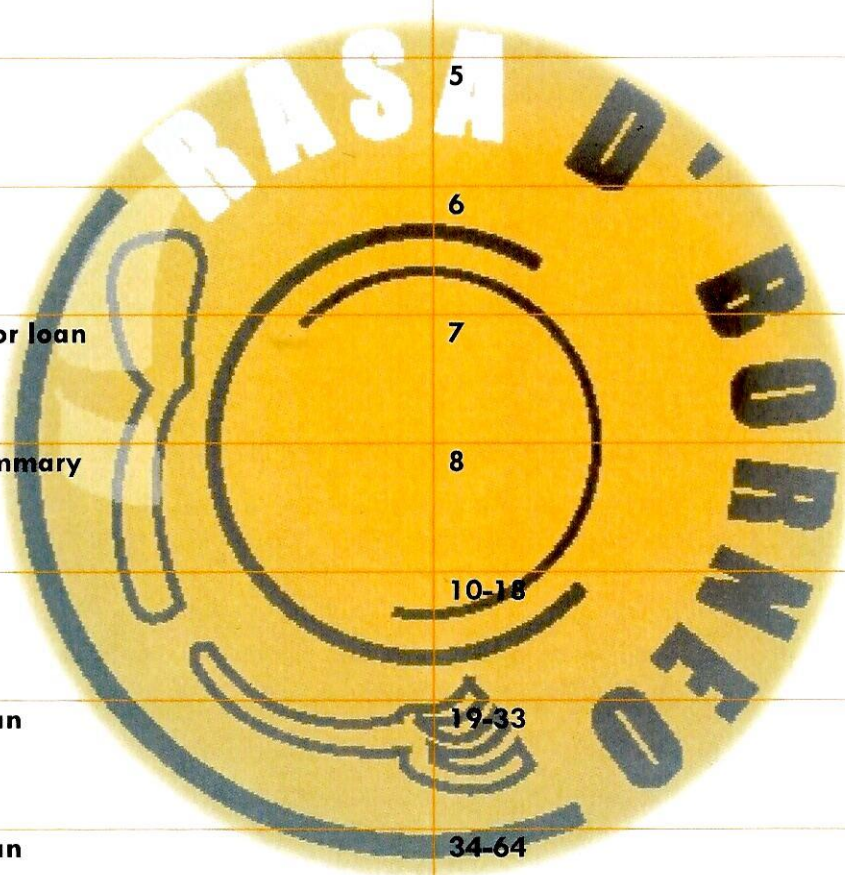
Prepared for:

Miss Shaiqrah

4th October 2010

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COVER LETTER

Entrepreneurship Students,
Diploma in Public Administration (AM 110),
Mara University of Technology Sarawak,
Jalan Meranek, 94300 Kota Samarahan
Sarawak.

Miss Shaiqrah,
Entrepreneurship Lecturer (ETR 300),
Mara University of Technology Sarawak,
Jalan Meranek, 94300 Kota Samarahan
Sarawak.
2010

27 August

Miss,

Submit Report of Business Plan (ETR 300)

Followed by the references above, we as the part 5 student of Diploma Public Administration would like to submit our business plan report. We intend to start our business thoroughly in
1 July 2010.

2. Our business is private limited. We will provide our best in running the business in kind of services. Our business is situated in Al- Ildrus Commercial Centre.

3. With this report, we hope that it will fulfill satisfy the objectives of taking ETR 300 subject. We are so glade in involving all of this because exposed us with the basic requirement, procedure and strategies before we really involved in the actual business. Thanks a lot to our lectures and friends who are helping us in finished this task.

Thank you.



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(MOHD HAZIQ BIN KAREM)
General Manager,
Rasa D'Borneo Bistro Pte. Ltd

EXECUTIVE SUMMARY

Four of shareholders have entitled to the management of the company according to their skills, ability and also their experience. The company is lead by the General Manager. This follows by Administration Manager, Marketing Manager, Operation Manager and Financial Manager. Besides that we also have general workers. The wedges are paid monthly and incentive such as EPF, SOCSO, annual leaves; medical expenses are given to the workers.

Marketing strategies is very essential in making profit in the company. Our targets are customers in Kuching and Satok. Even though there are some fights from the other companies, we are sure with good marketing strategies we can survive the market and gain profit, and despite of the risk.

Operation of our product is producing and selling. We ensure that everything is well kept. We also ensure that the surrounding area is comfortable and nice for all the workers and also the customers which come to our bistro. The target of our operation is to produce a high quality and delicious food and perfect service for the customers and to full fill the demand.

Mean while in financial, we decide to make a loan of RM26, 702.00 from the Agro Bank to motivate our business plan. Our shareholders contribute RM15, 000.00 each except General Manager which contributes RM 18,986.00 with an effective, accuracy and honesty in financial management; we hope that the company can stand strong thru the year coming.

INTRODUCTION

The shareholders already agree to choose Rasa D' Borneo Bistro Pte.Ltd as the name of the company. The shareholder choose Rasa D' Borneo Bistro as company name because the company introduce Borneo cuisine concept.

The company comes out with food services concept. Why our company choose food services concept? This is because food services are capable and more choices for the customers.

The types of cuisine that our company produces are focus on Borneo traditional cuisine. Nowadays, traditional cuisine had been demand by people whether from local or foreigners. It is because the Deputy of Tourism Department had promoted the Malaysia country to the tourist due to the pursuing them to come to Malaysia and also to well known our country in the centre of the world.

Furthermore, Rasa D' Borneo Bistro keep the originally of traditional cuisine that hard to find in any other traditional bistro or restaurant. Not only had that, by now Kuching area been monopolizing by Western cuisine instead of traditional cuisine.

Normally, public's mindset always thought that the restaurant which concept in Bistro, mostly including the alcohol drink in the menu. For example, wine and other branded alcohol types of drinks. Thus, Rasa D' Borneo will avoid the alcohols drink our menu as it keep the Halal status in our bistro. Rasa D' Borneo promise to not adding the alcohol drinks in our menu and at the same time to ensure the diversity of races can go to our bistro to taste our unique cuisine.