



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

MELLOW SUSHI

FOOD INDUSTRY/RESTAURANT

PREPARED BY

FACULTY AND PROGRAMME : FACULTY OF BUSINESS

DIPLOMA IN BANKING STUDIES (BM119)

SEMESTER : SEMESTER 5

PROJECT TITLE : BUSINESS PLAN

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DATE OF SUBMISSION : 29TH DECEMBER 2017

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COVER LETTER

University Technology MARA

Campus Mukah,

96400, Mukah

Sarawak.

Madam Siti Farah Binti Lajim

Lecturer of Fundamental Of Entrepreneurship (ENT300)

Faculty of Business Management

University Technology MARA

Campus Mukah

96400, Mukah

Sarawak

10 NOVEMBER 2017

Dear Madam,

SUBMISSION OF BUSINESS PLAN

Referring to above matter, Mellow Sushi Restaurant would likw to Submit business plan for your analysis and evaluation as it obligated. Mellow Sushi business partners and site of adresses are mention below :

EXECUTIVE SUMMARY

Mellow Sushi Restaurant is the first sushi restaurant that will be open in Mukah. The operation of this sushi restaurant will operate starting on early January 2018. This restaurant will be managed by three person. Mohd Shafiq, Amalina and Eivy Vivianna. The name of this restaurant came out because the word of Mellow is from Melanau language which means "We". It will be easy to be recognized by people who live in Mukah. It shows the description of customers being familiar with the products and services we are serve.

As for the business, we concern about people who live in Mukah. Because there is no sushi restaurant in Mukah. Some of people who love sushi will go to Sibul or Kuching. Therefore, we open this sushi restaurant. We will providing varieties of Sushi customization so the customer will have wide range of sushi selection. We conducted this survey of our target market UiTM, Polytechnics and Mukah residents. In the survey form we identify how much the customers are able to buy this products.

As long as their are affordable to purchase our product, they are most welcome at all time. We are enabling many promotion for our customers so our business can obtain customers royalty and achieving specific financial goals.

We are starting our business with capital contribution by each partner of this sushi restaurant RM 17,410.00 the total is RM52,230. we have 3 managers general/admin manager, financial manager and 2 chefs and 3 waiters under supervised of operational manager.

Business plan is prepared to group who owns the business, suppliers, customers and employees. In the business plan consists of marketing, operation, administration and financial plan.

With support from Agro bank loan, we believe in our business that we are able to achieve business goal and objectives especially increasing profits from time to time more than we expected. We will get our modal back within short time to covers liabilities and put our business above our indirect competitors. We are hoping to expand our business in 2019 and achieve the vision of company to fulfilled the demand from customers

1.1 INTRODUCTION TO THE BUSINESS

Name of the business : Melow sushi

Nature of business : Partnership

Industry profile : In Sarawak, there is a lot of sushi's restaurant such as Sakae Sushi, Sushi King, Yukimi Sushi and so on . But at Mukah does not have sushi restaurant and only have the closer competitor which is at Sibul, but in Mukah have a quite large population of students as our target group.

Business Location : Jalan Boulevard Setiaraja

Date of commencement : 2 / 1 / 2018

Factors in selecting the proposed business:

- a) we offer affordable and delicious sushi.
- b) Because in Mukah Doesn't have any Sushi restaurant.

Future prospects of the business:

- a) come out in new recipe.
- b) Open the new branch in Sibul and Bintulu

1.2 PURPOSE OF BUSINESS PLAN

1. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner
2. To convince relevant parties of the investment potential of the project