



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

UNIVERSITI TEKNOLOGI MARA SARAWAK

KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BURGER PRINCE

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DIPLOMA IN BUSINESS MANAGEMENT

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SUBMIT TO:

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1.2 SUBMISSION LETTER

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31st

Miss,

SUBMISSION OF BUSINESS PLAN

We would like present to you the Fundamentals of Entrepreneurship (ENT300) project which was authorized to us on first week during semester. We are proudly submitting to you the completed business proposal of our group, Burger Prince, on this date of which had been agreed before.

2. We would like to express our gratitude to you upon your kindness and generosity in guiding and assisting us in completing this business proposal. We also feel appreciated to you because without your advice, we are unable to complete and come out with such a good business proposal. We will keep the knowledge, skills and information we have gathered for our own successful future. The business plant that we have gone through make us more mature, dedicate and determine in doing our task which help us to enhance our ability in many areas.

1.1 EXECUTIVE SUMMARY

Burger Prince is a new company that operated in Kuching, Sarawak. It is the first company that being managed by bumiputera. The name of this company ends with the word 'Prince' is because it symbolizes the gender, males who operate this business. It shows the strategy on that how we positioned our products in customer's mind until they can remember our company's name which is simple and easily to pronounce.

Burger Prince will be located inside the Plaza Merdeka Mall and our target customers are the people from the middle income groups as our burgers are at an affordable price who also happens to be the customers in the shopping mall.

Furthermore, our company needs RM125,000 funding for our new established business where are we are starting from bottom. We have made a request from Maybank for a loan of 20% to funding business. We will pay back the loan through our five years profit of our business. The other alternative sources of financing to ensure the purpose project is successful by getting the shareholders to contribute proper amount of money according to their willingness.

There are few competitors in the market such as Burger King, KFC and McDonald's. But, none of the restaurants offer the same type of burger we do. It is one of our greatest strength to be able to show and offer our customers that we make the best and weirdest burgers. For instance, we have burgers that has various tastes and also bake our own bread. In addition, there are no restaurants in the shopping mall that has same menu as we do. If that happens to be our strength, then of course our weaknesses also exist in our company. For example, our restaurant does not sell any other type of food other than burger. Our market target of customers' characteristic is come from all income level, and for all of the customers' level of ages. Even children also can effort to buy our products.

We are believe that we will be able to achieve our business goal with our business financial position statement. We will get our return modal within short time and our current ratio will cover our liabilities and put our business in comfort stage with the highest.

1.0 INTRODUCTION TO BUSINESS PLAN

Business plans are decision-making tools and it is very importance for everyone who wants to start a new business. Without a business plan, the organization will not be organized as it consists of the activities, strategy, financial operation and others that are related to the business. The business plan acts as a guideline to help entrepreneurs who are new in the business world. The reason why we do the business plan to allow all our team members to think in most critical and practical way of the business that we had chosen which is partnership

Burger Prince is a partnership business which ventures and major with the goods of our main menu. Our business is mainly targeted to all ages of generation. The business is in the form of enterprise which consist of four shareholders. All shareholders have agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We have chosen this kind of business because it show the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period.

The main reason why we have agreed to open a burger restaurant in the name of Burger Prince because we want the locals on Sarawak to serving a healthy grilled burger, something that is common at that time. Fast forward to the present, Burger phenomena in Malaysia food industry. Our dishes are inspired by various type of taste homemade meat such as camel, rabbit, chicken, beef, fish, and mutton meat.

We have chosen an empty store located inside the Plaza Merdeka building as our first restaurant. This is because the location is strategic and it is guaranteed that our restaurant will always be full as the shopping mall is quite popular one in the middle of the city. Everyone from all generations are welcome as they are our targeted customers.

Our market target of customers' characteristic is come from all income level, and for all of the customers' level of ages. Even children also can effort to buy our products. This business plan is necessary to all entrepreneurs. It is prepared group of people which are owners itself, bankers, suppliers, customers and employees. This plan include in Business Plan chapter which is consists of marketing, operation, organization, and financial plan.