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RESTORAN E.T.R (AS0278124-D)
Darulaman Park,
Bandar Darulaman,
06000 Jitra,
Kedah Darul Aman

SECTION 1 : INTRODUCTION

Restoran ETR is our company name which is has many meaning. ETR or Entrepreneurship is a subject that all five of us studied for diploma in UiTM Perlis. Many sweat memories we got from the subject. From there we had united to establish a company. We conserved the name as our company name. Actually ETR can be describing in Bahasa as EKONOMI, TRADISIONAL, RIMBA.

One of continuous business is food industry besides health, fashion and education industry. There are many restaurants out there and gives hard competency. We come with new concept of restaurant to give some alternative to people internal and external for their relaxation and comfortable. Foreigner also could get variety of Malaysian Food at one place. Forest is our natural environment and has potential to give a peaceful of life. When they eat at the same time they could sense the environment.

Bandar Darulaman, Jitra, Kedah is a development city and has a strategic business location. With their facilities as attraction, it can be our indirect promotion to welcome the costumer. Area around there has many restaurants but it is regular type of restaurant. We are confident that we can monopolize the market there. Also there are many high education institutions such as Politeknik Sultan Abdul Halim Muadzam Shah, Institut Latihan Perindustrian, Institut Perguruan Darulaman and schools student for our target market. Resident area around there makes our target market is variety. Actually this business has high potential to success.

All preparation had carried out and we choose 26th July 2007 as our business commencement. In 2010, Kedah will achieve development state and this can bring something to our business in future.



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