

BUSINESS PLANNING
(ETR 300)

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BUSINESS INTRODUCTION

In order to set up a business, we have to choose what the business it is based on what the needs and wants of the customers or our target market. We also have to consider other factors that may affect our business such as environment, seasonal factors and etc. After all this factors have been considered by us and a little bit of research, we are planning to make a medium class of francais restaurant; Kenny Rogers Roasters Restaurant (KRR). We are agreed to register this business as private limited company.

We have done some research at Penang and we made a decision to set up this restaurant at the Gurney Plaza, Penang that have a nice sea view and also romantic environment. The further informations about the location of the business will be discuss on operation plan. If there are no barriers, we hopefully can start our business on January 2005.

Before this business have been choiced, firstly we have identified the group of customers that we called target market. We also considered market segmentation that is geographic, demographic and psychographics segmentation.

We confidentially believe that our Kenny Rogers Roasters Restaurant will success in business field based on this business plan that have prepared by us. Amin...

BACKGROUND OF BUSINESS

Kenny Rogers Roasters (KRR), a name synonymous with quality food, is now recognized worldwide as the leader in Rotisserie Roasted Chicken. Originating from The USA, KRR was first introduced to the Asia Pacific region in 1994.

In Malaysia, the master franchise is held by Roasters Asia Pacific (HK) Limited (RAP), which is wholly owned by Berjaya Group (Cayman) Ltd. Functioning on a philosophy that is based on preparing wholesome, well-rounded meals, KRR provided the ideal choice for those who are looking for a quick and easy, nutritious alternative fast food. The details about this KRR business is listed below :

Name Of Business	:	Kenny Rogers Roasters Restaurant
Business Address	:	No. 170-G-50 Gurney Drive, 10250 Penang.
Correspondence Address	:	- same -
Telephone No.	:	04 – 2277732
Email	:	<u>KRR_Gurney@tm.net.my</u>
Form Of Business	:	Partnership
Main Activity	:	Roasted chicken Restaurant
Date Of Commencement	:	1 January 2005
Date Of Registration	:	1 January 2004
Name Of Bank	:	HSBC BERHAD
Bank Account No.	:	01 – 08 – 6129



World's greatest chicken

Kenny Rogers is the name of person that found this roasted chicken recipe. He is also a country-singer. The goal of KRR is to differentiate itself from its competitors and to become the premier rotisserie chicken chain by emphasizing the following key points:-

- a) *Focused menu of fresh, quality items* – KRR offers a menu variety of fresh side dishes emphasizing on rotisserie chicken.
- b) *Price or value relationship* – KRR believes that it offers products which possess the quality of a full meal at affordable prices and the convenience available at quick service restaurant.
- c) *Franchise alliances* – through RAP, KRR seeks to attract franchise with experience in multi-unit restaurant operations and with the financial resources and management capability to open multiple locations.
- d) *Consumer awareness* – RAP will strive to place the KRR business concept into the minds of consumers as “the place for rotisserie chicken”.
- e) *Guest conscious environment* – The KRR business concept is designed and managed to provide the level of service, comfort and ambience of a full service restaurant with the convenience of a quick service restaurant.