



UNIVERSITI TEKNOLOGI MARA
SAMARAHAN CAMPUS
SARAWAK

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)

“PLANET SATAY CAFE”

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DIPLOMA IN GRAPHIC DESIGN AND MEDIA DIGITAL, (AD 111)

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v. LETTER OF TRANSMITTAL

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8th April 2010

Sir,

SUBMISSION OF THE ENTREPRENEURSHIP BUSINESS PLAN

With reference to the above matter, on behalf of my group, I am Azria binti Ali Yaman, the General Manager of Planet Satay Cafe submits our business plan on the actual date as planned.

2. This report consists of all the details, examples, and documents regarding our business plan. It includes our business profile, administration, financial, marketing and operation plan plus all other information which is considered as important details for our business.

3. Below is the list of the entire group members that involves in the process of completing this business plan,

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5.1 INTRODUCTION

In business, administration consists of the performance or management of transactions and other matters, and the making and the implementing of major decisions. Administrations can be defined as the universal process of organizing people and resources efficiently so as to direct activities toward common goals and objectives. Administrations also can serve as the title of General Manager who reports to corporate boards of directors.

In some organizational analysis, administration is viewed as one of the important management. It consists of a well-organized hierarchy management which include from the top level management to the supporting staff. Administrations will involves directly in advocating the procedures regarding the employment, development and welfare of the personnel in the organization.

VISION

Planet Satay Café aim to produce a delicious and sensuous delight sate and to be number sate place in Sarawak. Besides, we will ensure that our customer is our priority.

MISSION

Our mission is wanted to be number one people's choice with no doubt and hoping that out customers to be more confident and satisfied for choosing our sate. It has always been and will always be about quality.

OBJECTIVES

This company is looking forward to:

- Produce fresh and maintain the original taste of sate
- Improve our business to achieve more than competitor
- Create a healthy competition with the competitor
- To be a role model to Bumiputera entrepreneur
- To gain profit and make this business a success one

ADMINISTRATION STRATEGIES

In order to leading to successful business, our company is looking forward with every single chance and opportunity to promote our product to the public. In our promotion strategies we will grab the opportunities to advertise our product in several ways. Planet Satay Café has its own main strategies that are:

- To monopolize this field, we always give our best to take notice that business area is in high demand for our service and also the strength, weaknesses of our threat.
- Try to attracting our customer with our best product and exceed the local market in order to compete with our threat as well as increase company profit and encourage the capability of our business.
- We are about to developing innovative and flexible solution to bring a change to a business like us
-

6.2 INTRODUCTION

Marketing is the most important part in a business structure. Marketing symbolize how the company manage the strategy used in the business ventured. In our marketing department, we transform other company product with high quality turn into various taste of sate for serving to the customer. Our company understands the importance of marketing concept and tries to offer our product to fulfill customers' needs and wants.

Marketing plan is logically a plan which details what a business will sell, to whom, when and how, implicitly including the business or marketing strategy. The extent to which financial and commercial numerical data is included depends on the needs of the business. The extent to which this details the sales plan also depends on the needs of the business.

There are two levels of marketing which is strategic marketing and operational marketing. Strategic marketing is attempted to determine how an organization competed against its competition in a market place. In particular, it aims at generating a competitive advantage relative to its competition. Besides that, the operational marketing is executes marketing function to attract and keep customers and maximize the value derived from them. This including in executes of the marketing mix, advertising and etc.

Under this marketing plan, much information is provided. It is not only discussing on what strategies we used to satisfy the customers, but also show the efforts made by the marketing manager useful to others manager such as administration, operational and financial part manager as a references. This marketing plan will be the point where it wills consecutively effects the desicision on operations and rate of production. So these, indicate how important a marketing plan in a business.

Based on the research of our project, we have discovered that the supplier of sate to focuses on chicken and beef sate in Satok, Kuching. Due to this reason, our company has been made decision to become a supplier and seller of various sate in daily events and festive seasons especially in Hari Raya Puasa, Hari Raya Haji, and any other festival seasons.

To start up the business, we market our product in Satok, Kuching. After our company has enough experience in this kind of business, we plan to market our product within Sarawak and through Malaysia and international market.



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