



MARA UNIVERSITY OF TECHNOLOGY

ETR 300

BOURGENVILLA CATERING SDN BHD

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25 October 2000

Sir,

Sending of Business Plans

Referring to the above statement, we have been assigned to prepare a business plan as a term of the subject, ETR 300. This business plan has been carried put and finished on time.


2. This business plan of Bourgenvilla Catering consists the important information that will help the business operations.

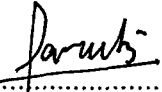
3. As of that, we hope this business plan will be fully profiled not just as a guide but also as a source of revision to all the future entrepreneurs who are interested to involve themselves in this line of work.

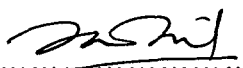
4. We hope you are satisfied with our scheme. We appreciate teach and everyone of your guide.

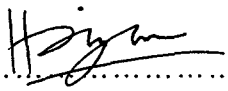
Thank you.

Your sincerely,


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CONTENTS

ITEM	PAGE
Preface	i
Partnership Agreement Letter	ii
Logo	vi
Logo Description	vii
INTRODUCTION	
Introduction of Business Plan	1
Objective of Business Plan	2
Company Background	3
Partnership Background	4
Location Project Background	8
Location Plan	11
ADMINISTRATION PLAN	
Introduction	12
• Organization Plan	
• Organization Objectives	
Strategy of Organization	13
Organization Structure & Chart	15
Schedule of Job and Number of Workers	16
Task Explanation Schedule	17
Incentive and Remuneration Workers	19
List of Office Necessity	23
Administration Expenses	27
Office Layout	29
MARKETING PLAN	
Introduction	30
Overall Marketing Strategy	31
Marketing Analysis	32
Service Strategy	33
Services	36
Menu	39
Market Share	43
Competitors Background	46
Sales Forecast Description	47
Marketing Expenses	50
Business Card	51

ITEM	PAGE
OPERATION PLAN	
Introduction	52
Activity of Operation	53
Chart of Services Process	55
List of Machine and Equipment	57
List of Supplier for Machine and Equipment	59
List of Raw Material	60
List of Supplier for Raw Material	64
Operation Expenses	65
Kitchen Layout	66
FINANCIAL PLAN	
Introduction	67
Project Implementation Cost	68
Loan Schedule	69
Depreciation Schedule	70
Proforma Cash Flow Statement	73
Profit and Lost Account	74
Balace Sheet Account	80
CONCLUSION	83
APPENDIX	84

INTRODUCTION OF BUSINESS PLAN

Business can be determined in many ways. But the entrepreneurs in business are connected each other which is influence by culture and environment. There are two types of business, which are goods and services. In our group we plan to open the business in services. Name of the company is Bourgenvilla Catering Sdn. Bhd.

The catering business is the best choice of our opinion in services because of many reasons. First things is the catering business can make big profit if the owner have good strategy and know how to tackle consumer behavior especially target for VIP and corporate group. I still remember when research about catering business from my uncle En. Zulkifli B. Mohd Zain said that catering is business that you don't need have a big capital and easy to get big income if you have skill and experience of that. The important skill you must have is cook because a good and delicious cooking can attract customer promote your catering to another person. Another thing is why we want to open the business because to get experience how to be a businessman.

There are factors to open the catering business. One of that is ethic from Islamic perspective (Sunnah). Rasulullah said that 99% *rizk (rezeki)* come from business. Now it is a good time to us open this services because of high demand from consumer that can safe time and everything is already like plate, glass and others especially in Malay wedding.