



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا
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SARAWAK

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Kejuruteraan Awam** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



CIK UMMI AMINAH BINTI ZAMHARI
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Executive Summary

Savant Enterprise is a new company that will be run completely by bumiputeras here in Kuching, Sarawak. The name of the company symbolizes the smart tactics our company will do business.

Savant BBQ Steamboat offers a unique steamboat experience as well as good service along side with good raw food for everyone to enjoy. Our steamboat is suitable for all kind of age whether it is for a family feast or a simple eating out with friends.

Over the past few years, steamboat restaurant across Kuching, Sarawak has been blooming and most of the established steamboats are very crowded and lack of refilling raw materials during the ending of their business hours. Our company choose this opportunity to upgrade the current situation of steamboat across Malaysia such as providing an endless supply of good food and a better less crowded atmosphere.

Savant BBQ Steamboat's marketing strategy is not only to provide good raw food and a better atmosphere but also affordable for all. Our servicing crew will be trained to be more flexible with the customers so that the customers will have a pleasant experience during their time in Savant BBQ Steamboat.

All the company's partners, the managers will share RM 40,000 to the business while the general manager will share RM 50,526. The share is based on the percentage of each profit that will be earn by respective managers.

This business plan is provided for the owners of Savant Enterprise, bankers, suppliers, customers and all the employees to refer before and during the operation of the Savant BBQ Steamboat. The business plan is also provided to determine the liability and economy of the proposed business.

Since steamboat restaurant is booming in Kuching, we expect to get a moderate profit for the first year and the growth of the profit will increase tremendously throughout the years. We believe our company can expand to nearby areas as well as internationally.



Introduction

The name of the company is Savant Enterprise and the company's first business is Savant BBQ Steamboat located at Lot 7676 Block 9 Salak Land District 144 Bdr Baru Samariang Commercial Centre Jalan Sultan Tengah 93050 Kuching Sarawak.

The nature of the business is a steamboat restaurant where all the equipment and raw food for the customer to prepare the food themselves according to their taste as well as the quantity that they can eat.

The factor for selecting this business is because Steamboats have been in Kuching for quite some time and it is increasing in popularity amongst teenagers as well as families that want to enjoy food outside their homes.

The business was established by 5 partners and each of the partners holds a position of General, Marketing, Operational, Administration and Financing Manager. The idea of the steamboat came from the high demand of the community.

The business will commence 1st of January 2015. The date is chosen because New Year represents a new spirit for people and so is our business. We hope our company will be prosperous in the future. We also hope that the company's partners have a long and happy journey throughout the business. Most importantly, we hope our customers will be happy with our services as well as supporting us.