



اَوْنَبُوْرَسِيْتِي تِي كُنُوْلُو كِي مَارَا
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**FACULTY OF ADMINISTRATIVE SCIENCE AND
POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION
FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

GRILL AND STEAM FISH RESTAURANT

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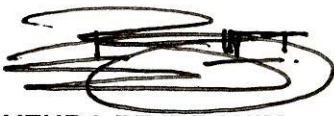
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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



BAIZURA BT IBRAHIM
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1.3 EXECUTIVE SUMMARY

Grill and Steam Fish Restaurant or G&S Fish Restaurant is partnership business collaboration among five talented members who are professional individuals. Whereby, Jonathan Anak Follin as the General Manager, Deckson Anak kujis as the Marketing Manager, Marlinna Dekit Anak Musa as the Operational Manager, Agnes Ensaf Ulin Anak Tuchu as the Administration Manager and Leo Intre Bian Anak Bian as the Financial Manager.

The nature of our business is selling and serving “Grill and Steam “fish with different style or technique which is our specialistic in our restaurant. Our customers are free to choose and order their food and it is our pleasure to serve them with our very fresh, delicious and healthy food that are “Grill and Steam Fish.” For the grill fish, we will grill fish in the oven or using the charcoal in order for it to be well-prepared before being served to our customers. As for the grilling method, we use heated charcoal to grill the fish, to preserve the natural taste of the fish, depending on the type of fish. Next, in steaming method we use the water vapor to fully cook the fish. We steam fish that fresh only, to ensure our customer being served with fresh and suitable types of fish. Steaming fish is one of the best healthiest ways to eat.

Our business is expected to be launched on 1 January 2017 and Our vision is to become the market leader and well-known restaurant which provides fresh, delicious and healthy grill and steam fish to our customers at a fair price. By providing healthy and different style or technique with favourable taste to our customers is very important in maintaining our market and profits.

In conclusion, in order to succeed in the business each of us giving fully cooperation and commitment on our aim to achieve successful, creative, innovative and productive in future.

G&S FISH RESTAURANT

1.4 INTRODUCTION TO BUSINESS PLAN

Name of the Business

We decided to name our restaurant as Grill and Steam Fish Restaurant. Reason why we choose this name because it is related to the product that we will be selling and served to our customers. The “grilled fish. “For the grill fish, we will grill fish in the oven or using the charcoal in order for it to be well-prepared before being served to our customers. Furthermore, for the grilling method, we use heated charcoal to grill the fish, to preserve the natural taste of the fish, depending on the type of fish. Next, in steaming method we use the water vapor to fully cook the fish.

Nature of Business

- The nature of our business is serving grill and steam fish to the customers as our main dish at our restaurant. Since we are using grill and steam fish as our main dish, we grill the fish by using oven or charcoal and steam the fish by using steamer in oven, water vapour. To ensure, the fish
- be well-prepared within a short time to allow our customer to enjoy their food without waiting for too long. Other than that, we are also serving other dishes along with grill and steam fish such as soups, salad, sambal and white rice.

Industry Profile

The industry that we are venturing is quite competitive because there are also other potential restaurants nearby that serve fish at our business location. However, we decided that we wanted to start making great food at fair or valuable price. Lastly, high demand in healthy food as well will become a good opportunities for our restaurant to penetrate into other states in Malaysia or even further into international.

G&S FISH RESTAURANT