



اَوْنُو تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

Diploma in Bank Management

(BM112)

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT 300)

BUSINESS PLAN: BORNEO STEAMBOAT AND GRILL



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STEAMBOAT n' GRILL

Prepared for:

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Diploma in Bank Management.

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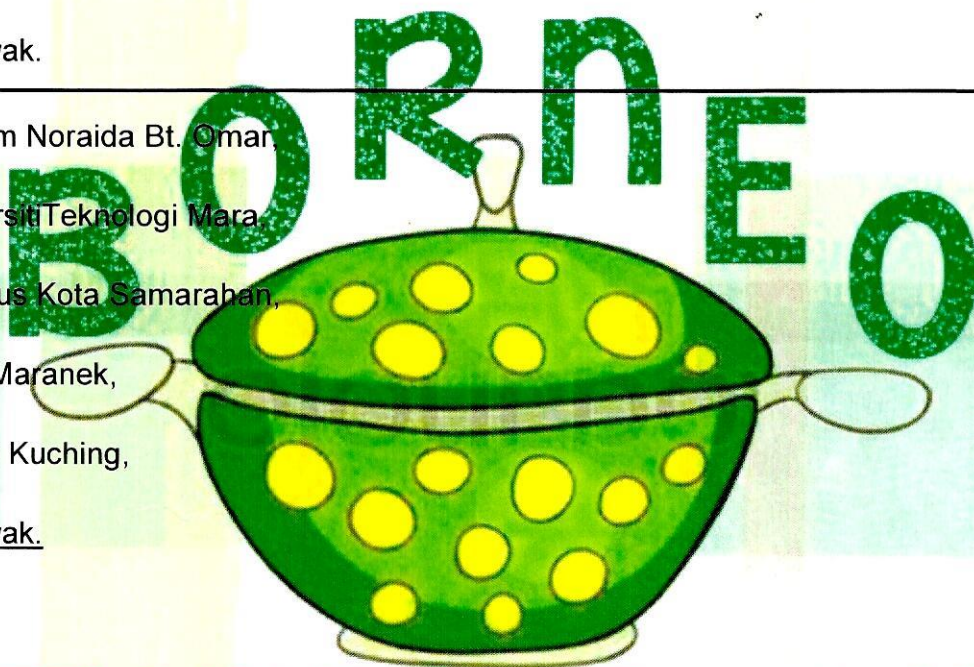
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Madam,

STEAMBOAT n'GRILL

Ref: Submission of Business Plan

Refer to the above matter, I Evelyn AnakSkungir and partners would like to submit our business plan to you for your viewing.

2. We hope that by enclosed business plan can strengthen the base for our financial backing and support besides presenting in more proper way. Any information

EXECUTIVE SUMMARY

Our business is called Borneo Steamboat and Grill, which we dedicated to those steamboat and grill food lovers. The business is formed under the Business Registration Act 1956 (Amendment 1978) and Procedures of Business Registration 1957 where we form a partnership. The company is commencing on the 1st of January 2014 and it is located at the Jalan Taman Huising, Kuching.

Each partner contributes certain amount of capital as agreed in agreement. The main business activity is providing high quality and healthy various steamboat and grill food at affordable price.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Evelyn Anak Skungir as General Manager and Administrative Manager, Gabriela Anak Timbang as Marketing Manager, Jenner Blum Anak Enkai as Operational Manager and Edmund Langan Anak David as Financial Manager. The selection of General Manager is based on consensus among all partners and selected based on experience, skills and ability.

The management team will be led by the General Manager and assist by the other manager. The General Manager is responsible in planning, leading, controlling and organizing the business. She is also responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages.

The operational manager is responsible to the entire job that related to the operation and will supervise and coordinate the operation of the business. The marketing manager will responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the financial manager will handle the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

INTRODUCTION

Name of the company:

The name of our company is Borneo Steamboat and Grill. We had chosen this name to symbolize the business we are engaging into which is steamboat and grill. We have combined the concept of a café with our steamboat and grill shop so that the customer can eat while enjoying relaxing atmosphere that we have provided. Customer satisfactory is our main priority as well as the service we serve to our customer. People will recognize and remember the name of our steamboat and grill shop because it is unique and catchy to pronounce. With this name also, we are looking forward to make Borneo Steamboat and Grill to be a well-known company so that we can expand more in the future.

Nature of business:

We have chosen to be in food industry whereby the nature of our business is to provide wide selection of steamboat and grill food to customers. In our shop, we let our customers to choose and cook their food by choosing various steamboat and grill food at affordable price. With the concept of a café, customers will enjoy the food.