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FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

GUSTO'SO PIZZERIA

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TABLE OF CONTENT

No.	Title	Page
1.	Acknowledgement	8
2.	Executive Summary	10
3.	<p>Introduction</p> <ul style="list-style-type: none"> • Name of the Company • Nature of Business • Industry Profile • Location • Operational Date • Prospect of Business <p>Purpose of Business Plan</p> <ul style="list-style-type: none"> • Evaluate Project Viability and Growth Potential • To Apply Loan or Financing Facilities • To Act as the Guideline • To Allocate Business Resource Effectively <p>Business Background</p> <ul style="list-style-type: none"> • Vision and Mission <ul style="list-style-type: none"> ○ Vision ○ Mission ○ Value • Logo and Motto <ul style="list-style-type: none"> ○ Logo Description ○ Motto Description <p>Partnership Background</p> <ul style="list-style-type: none"> • General Manager • Administration Manager • Marketing Manager • Operation Manager • Financial Manager <p>Location</p> <ul style="list-style-type: none"> • Location of Business 	<p>12-14</p> <p>16-17</p> <p>19-20</p> <p>22-26</p>

	<ul style="list-style-type: none"> ○ Physical Location of Business ○ Factors of Business Location <ul style="list-style-type: none"> ▪ Price/Cost of Rent Per Month ▪ Basic Amenities ▪ Distance from Raw Material ▪ Proximity to Competitors ▪ Transportation Facilities ● Office Location <ul style="list-style-type: none"> ○ Physical Location of Office 	28-30
		31-32
4.	Marketing Plan	
	Introduction	34
	Production Description	35
	Target Market	
	<ul style="list-style-type: none"> ● Geographic ● Demographic 	36
	Market Size	37
	Market Share	
	<ul style="list-style-type: none"> ● Before open Gusto'so Pizza ● After open Gusto'so Pizza 	38
	Competitors	
	<ul style="list-style-type: none"> ● Strength and Weakness ● Ranking the Competitors 	39
	Sales Forecast	
	<ul style="list-style-type: none"> ● Year 2021 ● Year by Year 	40
	Marketing Strategy	
	<ul style="list-style-type: none"> ● Product Strategy <ul style="list-style-type: none"> ● Brand ● Quality ● Design ● Pricing Strategy ● Place Strategy 	41
		41
		42

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EXECUTIVE SUMMARY

Fundamentals of Entrepreneurship (Ent300) required students to develop a Business Plan for the last Assignment. A Business Plan is a written document which described the proposed business or a project to be undertaken in a comprehensive manner which also known as a working paper, business proposal, project paper or prospectus. Based on the information gathered, for this task we have decided to plan a Business Plan about a Restaurant that sells Pizza called Gusto'so Pizzeria.

Gusto'so Pizzeria is located at Tamarin Square in Cyberjaya. Tamarind Square is the premise is located at a very strategic area with an affordable rental rate which is one of the few reasons that was listed. Gusto'so is from the Italian word "Gusto" that means delicious. The pizza that our Trattoria serves is wood fired authentic pizza that are baked in the traditional Italian style oven with freshly made dough that are also made in house every day.

The company will be run by 4 main departments such as marketing department, operation department, administration department, and last but not least financial department. Each department is responsible to carry out their own task respectively. These four main department is inter-connected which means they are all indirectly related. Therefore, 4 managers will be hired for these positions with high skill set under the management of general manager, the head manager of the company.