



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
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MARA

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**BUSINESS PLAN : 17th STREET FORK & KNIFE**

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## **EXECUTIVE SUMMARY**

17th Street Fork and knife is a company that opens a restaurant which has the concept of western food. This business is a form by partnership which consists of five members. Overall, we plan to start this business by loan which costs RM322,861. It will be located at 36, Lorong Rahim Kajai 14, Taman Tun Dr Ismail, 60000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur and will be operating on 1st March 2021.

This is a manufacturing type of company which will produce and serve quality western food to our beloved customers. Hence, we chose Klang Valley as our main business location because we have considered many factors and it is a strategic place to start a business. We choose to sell this kind of food because we want to give a different vibe of food taste to the population nearby. For our motto is "A healthy food, for a wealthy mood", we want to make sure that buyers will satisfy and will repeat ordering our services and foods.

Our food is suitable for all ages especially working people because it can be prepared in a short time. The services can help them to reduce waiting time due to busy roads at lunch time. Our services also will satisfy many customers to keep coming to our restaurant. It is because the staff that work in this restaurant are enough to serve the customers who come here. The menu that we serve is guaranteed from Halal sources which are raw materials or other ingredients, so people from different kinds of religion or culture can stop by and try our foods without any doubt. The prices that we provided are also affordable to buy.

## 1.0 BUSINESS DESCRIPTIONS

### a) Name of the company

17th Street Fork & knife is the name of our company. 17th Street Fork and Knife is a food that is involved with the concept of western food. This food business will make their customers satisfied with what they want to eat and we will give the most delicious food to our customer. We will give the most affordable price for our customer to satisfy our customer wants and demands. The reason why we decided to go with this concept is because ninety percent of people in this world are interested in food. So, we decided to make delicious food for all people. The reason why we decided to go with the name of 17th Street Fork & Knife is because we want to make sure that our customers think it is the food restaurant that is easy to understand.

### b) Factors in selecting the proposed business

#### i) Promote our food

- This business is a one way first can introduce and promote our food to the foreigner beside that also can help to increase gross domestic products to consume country

#### ii) Company, staff and workers

- Help workers to understand the business goals and objectives and give a guideline to them regarding their job duties and responsibilities.

#### iii) Low competitor to attractive

- At the place where our business is located, these types of business still have low competitors which produce products like us compared to other businesses. Customers have few choices to choose that makes us as a power of supplies.

## 1.1 COMPANY BACKGROUND

Name of organization	17th STREET FORK & KNIFE
Business address	36, Lorong Rahim Kajai 14, Taman Tun Dr Ismail, 60000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
Website/ Email address	westernburgerstreet@gmail.com
Telephone number	016-2359506
Main activities	-Selling and serve a food to customers -Deliver a food to customers
Form of business	Partnership
Date of commencement	1 January 2020
Date of registration	1 December 2019
Name of bank	Maybank
Bank account number	63138567923645