



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

SUSHI VILLAGE

PREPARED BY:

ASRIANI SALANG	(2010114815)
JUCIA JOYCE LINDAR	(2010793459)
NURFARINA ALIAS	(2010166206)
SURIM KOMOI	(2010996887)
VOLLAND THOMAS	(2010985696)

JUNE - OCTOBER 2013

PARTICULARS		PAGE
INTRODUCTION		1-2
PURPOSE OF THE BUSINESS		3-4
COMPANY BACKGROUND		5-6
PARTNERS BACKGROUND		7-12
PARTNERS CONTRIBUTION		13-14
PARTNERSHIP TERMS AND AGREEMENT		15-18
LOCATION		19-20
ADMINISTRATIVE PLAN	8.0 INTRODUCTION	22
	8.1 BUSINESS STRATEGY	23-24
	8.2 ADMINISTRATION STRUCTURE	25
	8.3 COMPANY VISION, MISSION AND OBJECTIVE	26
	8.4 COMPANY NAME, LOGO, ADDRESS AND LOCATION	27-28
	8.5 COMPANY'S ORGANIZATIONAL STRUCTURE	29-30
	8.6 ADMINISTRATION PERSONNEL	31
	8.7 JOB DESCRIPTIONS	32-36
	8.8 SCHEDULE OF REMUNERATION	37
	8.9 EMPLOYEES INTENSIVE SCHEME	38-40
	8.10 ADMINISTRATION OFFICE LAYOUT	41-42
	8.11 LIST OF FURNITURE AND OFFICE EQUIPMENT	43-44
	8.12 ADMINISTRATION BUDGET	45
MARKETING PLAN	9.0 INTRODUCTION	47
	9.1 MARKETING OBJECTIVE	48
	9.2 TARGET MARKET	49
	9.3 MARKET SEGMENTATION	50
	9.4 MARKET SIZE	51
	9.5 STRENGTH AND WEAKNESS OF COMPETITORS	52
	9.6 STRENGTH AND WEAKNESS OF SUSHI VILLAGE RESTAURANT	53
	9.7 MARKET SHARE	54-55
	9.8 MARKET SHARE AFTER SUSHI VILLAGE ENTER THE MARKET	56-57
	9.9 SALES FORECAST	58-59
	9.10 FORECASTING SALES FOR YEAR 1	60
	9.11 MARKETING STRATEGIES	61-65
	9.12 MARKETING BUDGET	66
OPERATIONAL PLAN	10.0 INTRODUCTION	68
	10.1 OPERATIONAL OBJECTIVES	69
	10.2 OPERATION STRUCTURE	70

ENTREPRENEURSHIP PLAN

	10.3 OPERATION HOURS	71
	10.4 LOCATION	72
	10.5 LOCATION MAP	73
	10.6 OPERATION LAYOUT	74-75
	10.7 MANPOWER PLANNING	76
	10.8 SCHEDULE OF TASKS AND RESPONSIBILITIES OF MANPOWER	77-78
	10.9 OPERATION CHART	79
	10.10 ACTIVITY CHART AND ITS TIME DURATION	80
	10.11 MENU	81-82
	10.12 MATERIAL REQUIREMENTS	83
	10.13 FORECASTING PURCHASES FOR YEAR 1	84
	10.14 TOTAL FORECASTING PURCHASE FOR YEAR 1	85
	10.15 MACHINE AND EQUIPMENT REQUISITION	86
	10.16 OPERATION BUDGET	87
FINANCIAL PLAN	11.0 INTRODUCTION	89
	11.1 FINANCIAL PLAN OBJECTIVE	89
	11.2 ORGANIZATIONAL CHART	90
	11.3 FINANCIAL RESPONSIBILITIES	91
	11.4 THE IMPORTANCE OF FINANCIAL PLAN	91
	11.5 PROCESS DEVELOPING A FINANCIAL PLAN	92
	11.6 FINANCIAL ANALYSIS	93
	11.7 BUSINESS BACKGROUND	94
	11.8 FINANCIAL INPUTS	95-97
	11.9 PROJECTED SALES AND PURCHASE	98-99
	11.10 SOURCES OF FINANCE	100-101
	11.11 BUDGET	102-104
	11.12 DEPRECIATION METHOD AND ECONOMIC LIFE OF FIXED ASSETS	105-112
	11.13 PROFORMA CASH FLOW	113
	11.14 PROFORMA INCOME STATEMENT	114-115
	11.15 PROFORMA BALANCE SHEET	116-117
	11.16 FINANCIAL RATIO ANALYSIS	118-122
CONCLUSION		123-124
APPENDIX		125

1.0 INTRODUCTION

SUSHI VILAGE CAFÉ is a type partnership business. It is located at D' Sulaman Square that allows the entire people to come and enjoy the foods and beverages that we are provided. We provide various kind of sushi specifically *halal* sushi that can give satisfaction to our Muslims customers as well as our non-Muslims customers. Besides, we also produce various kinds of beverages which the main one is green tea which is known as healthy drink. Other than that we also have various type of juice which can give satisfaction and feeling of fresh to the customers.

Sushi Village Café products are suitable to types of ages either children or oldest. We are also able to serve our customers as faster as we can do it to ensure that they not wait too long for their meals.

We believe that Sushi Village Cafe will attract many customers attentionsince we try to make diffence which in our cafe we also have mini gallery of Doraemon. We have a lot of Doraemon decorations such as wallpapers, comics, doraemon mug and others. We also provide free wifi service in our cafe so that customers especially students can easily search for information in our cafe while enjoying their meals.

Sushi Village Cafe will slowly taking chances to gain market share as our service will create long term relationship with customers as we are providing a lot of promotion. Lastly, Sushi Village Cafe location is just near the main road of Sepanggar will attract people to come.

2.0 PURPOSE OF THE BUSINESS

Business plan is a written document which described the purposed business or project to be undertaken in comprehensive manner. This business plan is prepared by Sushi Village Café for the purpose of:

- a) To fulfill demand of sushi in the market.
- b) As guideline in managing business and proposed of venture.
- c) To evaluate the ability of this business whether it is able to compete with other competitors.
- d) To add numbers of Bumiputera involvement in entrepreneurship.
- e) To full the requirements of Fundamentals of Entrepreneurship (ENT300) subject.

TASTE OF GOOD, TASTE OF HEALTH

