



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

BLENDOLICIOUS SDN BHD

PREPARED BY

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NO.	CONTENT	PAGE
1.	Submission Letter	4
2.	Partnership Agreement	5-8
3	1.0 Introduction	9-22
4	2.0 Administrative Plan (Organizational Plan)	23-35
5	3.0 Marketing Plan	36-77
6	4.0 Operational Plan	78-106
7	5.0 Financial Plan	107-130
8.	6.0 Conclusion	131-132
9.	7.0 Appendices	133

1.2 INTRODUCTION

Blendolicious Sdn.Bhd is a business that deals with foods and beverages industry in Malaysia. The concept for our restaurant is western style. We came out with variety of western foods, desserts and drinks by serving it in different taste, attractive colors and also the ingredients used.

On top of that, our uniqueness are the foods which we offered to customer is a Muslim-based and we are the only Bumiputera restaurant opened at Karamuning Capital. The average price for the foods and drinks we sell is around RM5 and above. Moreover, our restaurant practices a self-service and we had also prepared package menu for customer's ease. The examples of the package menu offered are breakfast set, lunch set, dinner set and many more.

The name of Blendolicious was inspired from the word blend and delicious. Basically, it shows that there are many types of menu that we will serve to customer and we guarantee the taste is delicious. Our main course is western foods and we also offer a variety of desserts and drinks. Besides that, we have a special dessert which is fried ice-cream which is rarely found in Sabah. So, we believe it can attract more customers to come to our restaurant.

The location of our restaurant is at Karamuning Capital, Kota Kinabalu. From the location chosen, we believe that it is a strategic place to attract customers as there are many working people works there. The differences of our product may bringing satisfaction, happiness and joy to customer whom we also come out with other alternatives to serve it with varieties of menus, cozy environment and also excellent customer service from our staff. We guarantee customer will experience a wonderful moment once they walk in to our Blendolicious Sdn.Bhd.

1.4 PURPOSE OF BUSINESS PLAN

The purposes of preparing business plan are:

- ❖ To know and estimate the costs and sales of the business
- ❖ To stimulate the new ideas and well managed effort towards the successful life as entrepreneurs.
- ❖ To understand how to initializing the business and maintaining the business in gainful position.

2.2 BUSINESS VISION, MISSION AND OBJECTIVES

VISION

- To be the best restaurant in Kota Kinabalu in serving delicious foods and drinks that can fulfill the customer needs and satisfaction to attract customers to come regularly.

MISSION

- To maximize profitability and deliver sustainable growth over year by year.

OBJECTIVES

- To provide the best service café with good quality and delicious foods and drinks.
- To be concerned with our customers' feedback in order to improve our services more efficiently and effectively from time to time.
- To be a well-known restaurant to local and foreign customers.