



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

QUATRE ETOILES

JCS1435B

PREPARED BY:

NAME	MATRIC NUMBER
MUHAMMAD HAFIS BIN KAMARUDDIN	2016629196
ABG ALIF BIN ABG RADUAN	2016485342
AHMAD QUSYAIRI AMIN BIN AHMAD TARMIDI	2016681892
MUHAMMAD BISMI HAZIQ BIN AZAHARI	2016629162

PREPARE FOR : MADAM WAN HASLIN AZIAH BINTI WAN HASSAN

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Executive Summary : Western Cooking Class

Cooking is an art which several ingredients are put together to food, meal and also drinks. The act of cooking were dated long ago where the exact date are unknown but it start about 1.5 million years ago. Cooking were invented to handle several problem such as kill microorganisms in food and make it easy to chew. There are a lot of ways we can cook our food. Some of the basic ways are boiling, heating, grilling, frying and smoking. There's also more specific way of cooking such as indirect smoking, deep frying, poaching and sauté. Through this various ways of cooking, a lot of cooking style were invented as the time goes on. Most of the time, the cooking style of a place were affected by the region of the country. For example, the eastern cooking style and Asian cuisine cooking style. Our business are solely aiming for the western cooking style.

We are starting a class about cooking, and we are focusing on teaching western style cooking using domestic ingredients as replacement of ingredients that are not available locally. There's a bunch of brunch on western cooking style, such as American style, French style and British style. These classes cover all of the western style cooking brunch. A lot of new recipe will be introduce to our students weekly. The aim of this class is to introduce unique cultures and ways of cooking food to Malaysian. Malaysian food are spicy and oily most of the time because Malaysian style of cooking is Asian cooking style. In Asian cooking style, a lot of poaching and frying are used. The food was supposed to be spicy and oily to preserve the taste of the cooked food. However, by introducing western cooking style, we can cut or reduce the spicy and oil in Malaysian food without sacrificing the taste of food. This is because western style cooking tend to smoke and grill their food. By teaching the western style cooking, we can promote a healthier lifestyle.

In this business, we are targeting on housewife as main target. Housewives needs to take care of their family. So, they need to cook a healthy meal for the whole family. Moreover, housewives were always looking for a new recipe to try which we provide in our class. We also targeting culinary student that want to learn new things such handling kitchen appliances and creating new recipe. Not only that, owner of cooking business was also our target. Some want them mat want to add new recipe to their menu.

1.0 INTRODUCTION

- **NAME OF THE COMPANY**

Quatre Etoiles Sdn. Bhd.

- **NATURE OF BUSINESS**

Food Services and Teaching Services.

- **INDUSTRY PROFILE**

Quatre Etoiles partnership is a business that provide knowledge of cooking food that implement western style cooking using local ingredients. This business are owned by four partners, Muhammad Hafis, Abg Alif, Bismi Haziq and Ahmad Qusyairi.

- **LOCATION OF BUSINESS**

Bangi Sentral, Seksyen 9, 43650 Bandar Baru Bangi, Selangor

- **DATE OF BUSINESS COMMENCEMENT**

1st January 2019

- **FACTORS OF SELECTING PROPOSED BUSINESS**

This business was chosen because we think that our society lack of professional cook. So, we intend to increase the number professional cook in our country. Each one of our partnership member also have a quite high passion in cooking. By opening a cooking class, we can cook a lot of food whilst passing our knowledge to people.

- **FUTURE PROSPECTS OF BUSINESS**

In research that we did about the population around Bangi Sentral, we found that there are a lot of our target customer live there such as housewives, fresh graduate and restaurant owner. This can help us to ensure our business runs smoothly. Other than that, we hope that our business can help to increase the number of professional chefs in our society. The quality of food preparation in Bangi whether in restaurant or house made will be increase. Soon, if our business become fortunate enough to be known throughout Malaysia, we can influence our country to increase our food quality.

1.1 BUSINESS PURPOSE

Business plan is planning strategies on starting a business and decide what to do maintain it. The first step on preparing business plan is to define ways for business to earn money and handling financing problems. Leadership, staffing and administration are also the details that need to be defined while preparing business plan. Strategy of operational plan are also created here.

The purpose of business plan are as below:

- Organizing business more efficiently.
Business plan help in pointing out important details that are often forget to achieve maximum performance in business. This details can help company to achieve their goals
- Planning future strategies.
Determining company goals in business plan help the company to see their vision and mission clearly. This can be a guidelines for the business and detect future obstacle so that managers can prepare to overcome the obstacle.
- Overseeing business' finance
Financial is an important aspect to keep business going. Business plan help to predict and estimate financial outcome to decide what to do with the business. Some of the financial information is business revenue and expenses.

1.1.1 OBJECTIVE OF BUSINESS

Objectives are specific steps that the manager, workers and company need to do in order to reach the goals. Objectives of this business are:

- To satisfy customer with our teaching and knowledge.
- To ensure the business's operation run proficiently and effectively.
- To gain more profit by improving profitability.
- To improve market share when number of demand is high, so the service can be more looked-for by customer.
- To have best possible resource on capital, raw materials and efficient lecturer to produce high quality service.