



**ENT300**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



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**SUGGESTION FOR REFERENCE:**

OVERALL BIZ PLAN	✓
INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	

**PREPARED FOR:**

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Special thanks to our parents in supporting us to complete this business plan. This business plan has been prepared with the cooperation and support from many people. Besides, not to be forgotten to our lecturer who is MADAM SHAIRA BINTI ISMAIL for her kindness in helping us during the process of completion of this project work. She has given us a good service by providing useful information to us. Without her, we would not be able to complete this business plan.

There are a lot of challenges that we had to face such as finding the best price and best location possible for our project. Besides that, we had to go

through a lot of difficulties with the raw material and appliances to set up our shop so that we can create an ideal shop without excessive amounts of waste products and stable cash flow.

Through these problems we manage to become more organized and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan.

## **1.0 INTRODUCTION**

### **1.1 INTRODUCTION TO BUSINESS**

Nowadays, we know that business is one of the major sources of income for humans ever since the early ages of civilization. Business transactions always occur in daily life thus it will never stop until the end of times. Even the Prophet Muhammad once said, "9/10 of income come from businesses". Therefore, business has a big potential to increase one's social standard and living.

For our business, we run a partnership business under a company that is named as Arabic Cuisine Company conduct by Mohamad Hakimi Bin Azhar as a General Manager and Administration Manager, Syed Mohd Affendy Bin Tuan Sayed Amran as a Marketing Manager, Syed Mohd Abbas Bin Tuan Sayed Amran as an Operational Manager, and Khairul Ikhwan Bin Kamarulzaman as a Financial Manager. We decided to have a store that is located at Southwest Penang Island District which is in precise location it is stated

as Arabic Cuisine Restaurant, 30-G, Ground Floor, Persiaran Bayan Indah, 11900 Bayan Lepas, Pulau Pinang.

We are setting up a restaurant as our major business because we know the food is the basic needs of every living things. Therefore, food is the relevant choice for us to sell throughout the whole country and also international market. We choose Arabic food as the main course for our restaurant as Arabic dishes is rarely found in our country thus rivalry for our company will be at the minimum amount. We hope that our restaurant will become one of the best restaurant and let all people know more about Arabic cuisine with an affordable price.

## 1.2 PURPOSE OF BUSINESS PLAN

The purpose of this business entrepreneurship plan is as the first step as a module before starting a business. This business plan is very important to a new company like **ARABIC CUISINE SDN BHD** because it may help us to maintain our business longer in the Malaysian market.

The purposes of doing this business plan are:

- i. To show the financial strength of the company especially when applying for loans and to convince the investors towards providing funds or other financial institution.
- ii. To fulfill one of the terms and condition that stated in ENT 300 project.
- iii. As a guideline for us in setting, planning, managing, handling and controlling our business for day to day management, budget,