



اَوَّلُ سَبِيلٍ لِيَتَكُونُوا لِيَوْمَ تَأْتِي السَّمَاءُ بِدُحَانٍ مُسْوَدٍّ
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FACULTY OF BUSINESS MANAGEMENT

ENT530

PRINCIPLE OF ENTREPRENEURSHIP

BUSINESS PLAN



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

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EXECUTIVE SUMMARY

Satay Warisan Sdn. Bhd. is a food production business that provides various types of satay which are chicken, beef, bone, lamb, rabbit, deer and ostrich. This is a partnership business type that consists of four members. Satay Warisan Sdn. Bhd. was established on 2018 and it located at No. 5, The Podium, Sungai Penchala, 60000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.

Even though Satay Warisan Sdn. Bhd. is new in the market but it has high potential to beat other satay business in Kuala Lumpur because the place is strategic, the market size is only in The Podium (working people, tourists, family and restaurant or café) and it easy to reach at night as dinner and supper. Also the quality of the product being served is excellent.

Satay Warisan Sdn. Bhd. marketing strategy is to emphasize the quality and price of our products and services. We offer the affordable price because the cost of living in Kuala Lumpur is very high. Thus, we develop marketing strategy that gives attraction to come our shop especially to poor people or teenagers.

The management of Satay Warisan Sdn. Bhd. consists of 5 lead workers which are A'in Syuhaida Binti Zafaruddin, Nurul 'Izzati 'Ainaa Saffa Binti Mohd Azli, Farah Binti Roslan, Syahira Hana Binti Zol Azlan and Shazatul Nazha Binti Zaiman. Our workers have several experience in finance, businesses, sales and accounting. Five partners will take role responsibilities together instead different duties and portfolio of partners.

Satay Warisan Sdn. Bhd. spent RM 5,000 per person as capital contribution to develop this business. This cost has been successful to open this business. Furthermore, Satay Warisan Sdn. Bhd. year return is RM 478,926 and the profit is enough to overcome the business in future.

1.0 INTRODUCTION

1.1 Name of the Business

Our company's name is Satay Warisan Sdn. Bhd. We use the name of 'Satay Warisan' as our company's name is because satay is our food tradition in Malaysian. We have our own stall. The name of the shop is Satay Warisan Café. With the unique name of our shop, we hope that we can attract more people to come to our shop and the the uniqueness of our product.

1.2 Nature of Business

Our main activity is serving satay. We make a several types of satay such as chicken, beef, bone, lamb, rabbit, deer and ostrich. Our signature product is bone satay which are rarely found in other competitors.

1.3 Name of partners

This business is founded by five partners. They are A'in Syuhaida Binti Zafaruddin as Chief Executive Office, Nurul 'lizzati 'Ainaa Saffa Binti Mohd Azli as General Manager, Farah Binti Roslan as Marketing Manager, Syahira Hana Binti Zol Azlan as Operation/ Production Manager and Shazatul Nazha Binti Zaiman as Human Resources Manager.

1.4 Location of the business

The premise is located at No. 5, The Podium, Sungai Penchala, 60000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. The chosen location can be considered as strategic since it is in town of Damansara, Kuala Lumpur.