

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BURGER LEGACY

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EXECUTIVE SUMMARY

Burger Legacy is one of the burger heaven that serves various types of burger. Our restaurant served different size of burger -mini burger to large burger and different color of buns. Our restaurant name symbolize that our restaurant focus on selling burger that makes people feel hungry and curious the taste of the burger. Besides that, our restaurant's name is also easy and simple for people to remember and of course, our restaurant location is at KSL City Mall Johor Bahru.

Malaysia government encourages and give support on the food industry. They give encouragement for the Malaysian to involve in food business as it could be one of the contribution of our country income. We are sure that food business is a profitable line but it will take some patience to get a large profit as the food business is widely expanded in Malaysia. So, we have to make strategy to gain as much profit we can from our business.

Our business potential is wide. We have our own fans that really loves burger. In Malaysia mostly everyone love burger no matter what age they are. Moreover, people can try something new when they went to our restaurant that might match their appetite. We are really confident that our Burger Legacy Restaurant will be able to attract people to try our burger as our burger is a self-service where people can choose and created their own burger.