



اَوْنِیَوْرَسِیْتِی تِیْکُوْلُوْکِی مَّارَا
UNIVERSITI
TEKNOLOGI
MARA

CAWANGAN PERAK, KAMPUS SERI ISKANDAR

DEPARTMENT OF BUILT ENVIRONMENT AND TECKNOLOGY STUDIES

AP114

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

ASSIGNMENT 3: BUSINESS PLAN

PREPARE BY:

| Bil | Name | No. Matric |
|-----|----------------------------------|------------|
| 1 | MUHAMAD HAZIQ BIN MOHAMAD RAZALI | 2019433468 |
| 2 | MUHAMMAD SYAUQI BIN SAID | 2019210844 |
| 3 | MUHAMMAD FAWWAZ BIN SAMSURI | 2019438538 |
| 4 | MUHAMMAD ZULFIKRI BIN ZUHAIRI | 2019648038 |
| 5 | AZWANA AERYSHA BINTI ABDUL HAKIM | 2019296836 |

CLASS: AAP1144K

LECTURE NAME: MADAM HAFINI SUHANA BINTI ITHNIN

SUBMISSION DATE: 25/7/2021

| Table of Content | Page |
|---|-------------|
| Executive Summary | 3 |
| 1.0 Business Description | 5 |
| 1.1 Organization Background..... | 6 |
| 1.2 Organization Logo/Motto..... | 6-7 |
| 2.0 Owner Description | 7-8 |
| 3.0 Product/Service Description | 8-9 |
| 4.0 Organizational/Administrative Plan | 10 |
| 4.1 Organization Chart..... | 10 |
| 4.2 Manpower Planning..... | 11 |
| 4.3 schedule of Task and Responsibilities..... | 11-12 |
| 4.4 Schedule of Remuneration..... | 13 |
| 4.5 List of Office Equipment..... | 13. |
| 4.6 Organizational /Administrative Budget..... | 14 |
| 5.0 Marketing Plan | 15 |
| 5.1 Customers (Target Market)..... | 15 |
| 5.2 Sales Forecast..... | 16 |
| 5.3 Marketing Strategies..... | 17-19 |
| 5.4 Marketing Budget..... | 19 |
| 6.0 Operation Plan | 20 |
| 6.1 Material Requirements..... | 20 |
| 6.2 Machine and Equipment..... | 20 |

Executive Summary

To begin with our business plan we would like to explain about our business concept which is western food. Our business started in early years of 2021, we plan to open a restaurant that serves a wide variety of western food. We decided to open a western food restaurant because we want to bring variety to all our customers who come to enjoy delicious and quality western food.

There's variety type of western food that we will serve to our customers in our restaurant such as Chicken Chop, Lamb Chop, Pasta, Spaghetti, Burger, various type of drinks and more. As for the target market we target several types of groups that will come to our restaurant such as family, youth, working person and western food enthusiasts. The potential for our restaurant gain more customers is high, it is because our restaurant is located near the proximity to areas with high population density not only that our restaurant is also close to the office area.

Our restaurant applies western and hipster concepts this is to attract more customers to come to our restaurant. This is because many people nowadays like to take a picture in interesting places and different from the others. In order to gain more customers we make our restaurant environment like being in a western country.

1.0 Business Description

Abang Joe Western is a hipster restaurant that serves western food. Opening a restaurant business is an exciting thing because you get a sense of happiness, you get different challenges, you get incentives, you can socialize, you get team support, and more.

A business plan helps guide your company's efforts and, if applicable, gives investors and lenders the information they need to decide whether or not to fund your company. A business plan template helps you to most easily complete your plan. A formal business plan is a basis for financing proposals. The business plan answers investors' questions such as: Is there a need for this product/service? What are the financial projections? What is the company's exit strategy? While investors will generally want to meet you in person before writing you a check, in nearly all cases, they will also thoroughly review your business plan. Abang Joe Western asked for funding to make the restaurant better and more attractive. Abang Joe Western needs at least RM30,000 to make this restaurant a success. This funding will be used to beautify the interior space, raw materials, equipment, and more. The funding given 100 percent was given to Abang Joe Western. Abang Joe Western will make periodic monthly payments until the debt is paid off. No other alternative funding sources are used if this funding is obtained.

The main products provided by Abang Joe Western are western foods and fast foods such as Chicken Chop, Lamb Chop, burgers, and many more. Abang Joe Western is a new company looking to open its restaurant that focuses on hipster and unique styles. Abang Joe Western chose a hipster-style restaurant because that's something young people love now. The advantage of Abang Joe Western compared to other restaurants is that Abang Joe Western has a unique style and taste of food. The shortcoming of Abang Joe Western is the Movement Control Order (MCO) that is being carried out in Shah Alam now. To overcome this weakness, Abang Joe Western makes his home delivery of food like Foodpanda because people are now unable to go out to eat at restaurants during MCO. Abang Joe Western will succeed because food is something that people often need to get rid of their hunger.

1.1 Organizational Background

| | |
|--------------------------|---|
| Name of the Organization | Abang Joe Western |
| Business Address | 1-G-03 Jalan Bazaar U8/101A D'Vida Business Centre, Bukit Jelutong, 40150 Shah Alam, Selangor |
| Website/e-mail address | www.abangjoewestern.com / abangjoewestern21@gmail.com |
| Telephone Number | 09-66472220 |
| Form of Business | Sole proprietorship |
| Main Activities | Selling western foods such as chicken chop, lamb chop, fish and chips, fries, burgers and more. |
| Date of Commencement | January 1, 2021 |
| Date of Registration | December 2, 2020 |
| Name of Bank | Bank Islam |
| Bank Account Number | 03018021775543 |

1.2 Organization Logo/Motto

