

UNIVERSITI TEKNOLOGI MARA

13th Cuisine Business Plan

BM1115M1

Prepared By:

Name	Student ID
Peter Baguah Anak Atien	2014463448
Mohammad Zulfiqri Bin Abdullah	2014897406
Mahathir Ikmal Bin Ahmad Nazary	2014469616
Azfar Farhan Bin Salleh	2014870138

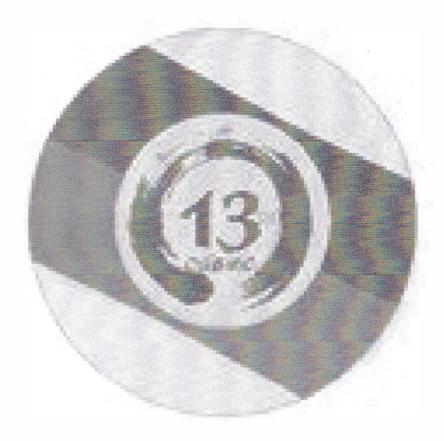
ACKNOWLEDGEMENT

Firstly, we would like to express our heartfelt gratitude to Al Might Allah SWT, for blessing us with the strength and ability to prepare this business plan on the time required.

Special recognition is extended to Sir Ahmad Faisal and Mdm Noor Emma, the lecturers of Fundamental of Entrepreneurship (ENT300) who has helped us a lot in finishing this assignment. They were the one who has provided us helpful information and guidance in completing this assignment.

We also want to dedicate this acknowledgement for the valuable support from families, fellow colleagues, course mates, and others. Thank you for your assistance, information, advices, and anything given to us during the making of this proposal. We are appreciating their contribution so much.

Finally, we want to express our appreciation to every person who contributed with either inspirational or actual work with this business plan. Their contribution had reduced our burden towards preparing this proposal.



This logo represent:

- 1. We choose the number 13 because that is the 7^{th} and 8^{th} number for the Sarawak identity card.
- 2. The background shows the colour and pattern of the Sarawak flag.
- 3. The shape of our logo is the shape of a plate which shows the main role of our service that is serving food.

ADMINISTRATIVE PLAN

2.0 INTRODUCTION

We must have an efficient and complete method of management in an administrative of business. All partners must involve in this strategic management. The most important thing that we must take care is efficiency in the management. To make sure our objectives will be achieved we have put our effort in preparing this business proposal.

Marketing, production and financial aspect must be considered in business which consist a complete term of management that is planning, organizing, leading and controlling. All these aspect extremely assists in achieving our goals.

Administration also needs to set vision and mission can be used by the organization as a guideline to gain profit. Besides that, administration also includes the allocation of resources to avoid wasteful besides can give better in develop the profit based on requirement of every department. Another responsibility of administration is to determine the process in achieving the organizational goals where the administration needs to ensure all the department cooperates with each other. The administration departments also play important role to make a decision making in the company. Other than that, administration department regulate a rule and also control employees and welfare to customers and employees.

Apart from that, it must be able to provide better service for the employees. For example welfare, allowances, SOSCO, EPF, and other benefits to make the employees feel secure. For the customer's aspect, we also emphasize the customer satisfaction. This is because customers are a valuable asset to our business.

The roles play by the administration department extremely determines the effective and efficiency of their organization to make sure the goal can be achieve. It must ensure that they organize their organization in a good condition because it can effects the relation among our organization, customer and also encourage people to cooperate and join our organization. The administration department currently well informed and up to date the environmental which might be able to increase the management in organization.

2.1 ADMINISTRATIVE OBJECTIVE

- > To manage the organization achieved their goals.
- > Fully utilize the resources and prevent from wasting.
- > Keep the welfare of the worker.

2.2 ADMINISTRATIVE STRATEGIES

To achieve the objectives of our company, we have to come out with several fresh strategies that will help us to gain profits and to ensure the efficiency also effectiveness of our company.

The main strategies are:

- 1. To make sure all the business routines are followed the procedures.
- 2. To manage and solve the problem of workers and administration.
- 3. Come out with minimum costs but always giving the best satisfaction to the customers and gain more profits.
- 4. Trying to show them the taste that will satisfy their wants.
- 5. Promote our porridge business with the best promotion discount to attract customers.