



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 |

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Company logo



This logo represent:

1. We choose the number 13 because that is the 7th and 8th 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, SESCO, 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.