

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS SUNGAI PETANI**

**RESTORAN MASAKAN**

**SEMENANJUNG**

**PREPARED BY : GROUP PA 02**

**NORHAYATI AHMAD NAZLAN**

**DPA 99139840**

**NOORAFIDAH MUHAMAD RASLI**

**DPA 99109334**

**SITI ROMIZAN MUHAMAD NORDIN**

**DPA 99116152**

**25 FEBRUARI 2002**



Surat Kami 500-KDH (MEDEC. 15/2/1)  
Tarikh 27 November 2001

---

KOORDINATOR MEDEC

---

**KEPADA SESIAPA BERKENAAN**

Tuan/Puan

UiTM Kampus Sg. Petani  
Peti Surat 187  
08400 Merbok  
Kedah Darul Aman.

Tel : 04-4571300 ext 1095  
Fax : 04-4574355

**ASAS KEUSAHAWANAN (ETR)**

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang di kendalikan oleh Pusat Pembangunan Usahwanan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. NOORAFIDAH MUHAMAD ROSLI
2. NORHAYATI AHMAD NAZLAN
3. SITI ROMIZAN MUHAMAD NORDIN

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

**MAZNAH WAN OMAR**  
**Koordinator Medec**  
b.p Provos

# TABLE OF CONTENT

<b>ACKNOWLEDGEMENT</b>	1
<b>LETTER OF TRANSMISSION</b>	2
<b>SIGNATURE</b>	3
<b>PUBLISHER</b>	4
<b>PURPOSE OF PREPARING BUSINESS PLAN</b>	5 - 6
<b>INTRODUCTION</b>	
- Introduction	7
- Business information	8
- Location map	9
- Logo and logo description	10
- Business detail.	11
- Partnership agreement	12 – 15
- Signature of agreement.	16
Background of entrepreneurs	17 – 19
<b>ADMINISTRATION</b>	
- Introduction	20
- Vision, mission and objectives of administrative plan	21 – 22
- Organization chart	23
- Table of worker	24
- Job description	25 – 26
- Working schedule	27
- Workers incentives	28
- Remuneration table	29
- List of furniture and fitting expenses	30
- Administrative budget	31
- Administration Plan	32

## **MARKETING**

Introduction	33 – 34
- Product profile	35
- Target market	36 – 37
- Market size	38
Competitor	39 – 40
- Market share	41 – 42
Sales forecast	43 – 48
- Marketing strategy	49
- Business card	50 – 51
- Marketing cost	52

## **OPERATING**

Introduction	53
Operation objectives	54
Operation plan	55
Strategy	56
- Process of preparing product	57
- Process of preparing services	58
Process of preparing catering	59
Working hours and working days	60
- Material requirement	61 – 62
- List of direct workers remuneration	63
- List of machinery and equipment	64
- Restaurant layout	65
Business location	66 – 67
- Purchases of equipment	68
Furniture and fittings	69
Acquisition of machinery and equipment	69

## INTRODUCTION

Restoran Masakan Semenanjung is the type of business which focus in providing food and besides, are doing catering too which wholly handle by three dedicated Islamic Bumi's entrepreneurs. Restoran Masakan Semenanjung focusing in 4 different types of food concerning north, south, east and west of Malaysia

We choose restaurant as our business plan as it concerning wider prospect and highly demanded by all type of people. The demand in restaurant field shows the possibility to gain successful in terms of profit, moreover there are something special about our "Restoran Masakan Semenanjung" which provides 4 week different type of food concerning north, south ,east and west of Malaysia and each week provides different types of food .It is very challenging for us to handle the first and only one such restaurant.

Base on our advantage, we ensure that we are willing to attract many potential customer than the ordinary restaurant. In addition, our business has trying to fulfill the need and requirement of customer in Sg.Petani as our target market.

Our business operates on 1 January 2004 and we hope by the establishment of "Restoran Masakan Semenanjung" there will be another Bumi's involvement in such business as addition to our business. So that, positive competition could be exist specially among Bumi's entrepreneurs.

For any question, information and services directly visit us at Restoran Masakan Semenanjung or straightly access to <http://www.rms.com.my>. Thank you.