



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

LA' VILLAGERS' RICE RESTAURANT

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

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 Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat didalam 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. Nor Aziah bt. Nd. Desa
2. Nur Irinah bt. Mohamad Sirat
3. Siti Nor Shakirah bt. Muhamad
4. Noor Azlin bt. Abdul Rahman
5. Siti Norazwani bt. Abdullah

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
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EXECUTICE SUMMARY

La' Villagers' Rice Restaurant is a business that provides a food and service. This business is very potential to be form because it is only restaurant that provide Malay food that base on rice generally in Georgetown. We also provide service to take away the food from our restaurant in fulfil needs of our customers.

This business formed as a partnership. There are five important persons in the born of La' Villagers' Rice Restaurant, who are being as business backgrounds of our business. Our General Manager is Nor Aziah bt Md Desa, Administration Executive is Noor Azlin bt Abdul Rahman, Marketing Executive is Siti Norazwani bt Abdullah, Operational Executive is Nur Irinah bt Mohamad Sirat, and last but not least, Siti Nor Shakirah bt Muhamad as the Financial Executive. Our total contribution on capital is RM 107205. It present that our General Manager contribute RM 25729.20 (24%) and all other partners will contribute RM 20368.95 (19%) each.

All the partners have very good qualification and have experience in working fields. Moreover, we have our own staffs that are very attitude in playing their roles. The cooperation between partners and staff will gain the effective and efficiency of our restaurant.

Our business allocated at No. G 05 & 06, Prangin Mall, 10000 Jalan Ria, Penang. We decided to choose this location the location is very strategic. There are many facilities that can fulfil the needs from our customers. It has basic facilities such as shops, bus station, parking lot, and police station. Others facilities are offices such as Municipal Council of Penang Island and the nearby shopping complex such as KOMTAR.



For the Administration Plan, we had agreed to rent two lots of shops in operating our business. In meantime the cost of renting also at the reasonable price and it can cover all the customers that come to our restaurant. Our restaurant do not has administration office because of the limitation of our restaurant and we want to use each of the inches of our restaurant for the operation purposes. We just put a filing cabinet nearby the cashier table to put all our documents and it will lock all the time for the security purpose.

For the Marketing Plan, we had decided to do marketing strategic. We will advertise our restaurant in the radio, yellow pages and website to make our restaurant well known around the Penang Island and places nearby. We believed that with our good steps in promoting our restaurant, it will make our restaurant can gain a big market in the future.

For the Operation Plan, we believed that with the cost of getting raw material at reasonable price and a lot of suppliers in this area, we could make our selling price at reasonable too. So with this advantage, our market share will become bigger time to time. It also can make our raw material at a good condition and we can avoid from getting it late. So, we can avoid from having problem such as stoppage operation.

Last but not least, our Financial Plan which is leaded by our Financial Executive, had run all the transaction matter regarding the profit and loss of our business. She will make sure that there is no deficit in our cash flows each year by planning the expenditures in each department. She also must make sure that our restaurant getting profit starting the second year.

We hope that our business will operate in long run and expand the business in around of Malaysia in future.



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