



UNIVERSITI TEKNOLOGI MARA
SABAH

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DIPLOMA IN TOURISM MANAGEMENT
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FUNDAMENTAL OF ENTREPRENEURSHIP
ENT300

BUSINESS PLAN
"HEAVEN SUSHI RESTAURANT"

Prepared by ,

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Our company is HEAVEN SUSHI Restaurant. Our business is focused in sushi. We have registered our restaurant on 29 September 2010. Our business start to move on 01 November 2010 and our restaurant located at Lot 29, Block E, Jalan Alam Mesra, Sepanggar 83450, Kota Kinabalu, Sabah. This restaurant is under food and beverage in term of social. Our nature of business is partnership

EXECUTIVE SUMMARY

Heaven Sushi Restaurant is a new restaurant that located at Alam Mesra , Sepanggar. It is the first restaurant that manage by bumiputra. The name of this restaurant is come out from all the partnerships members. It shows that how we positioning our business in customer's mind until they can remembering our business's name, simple and easily to remember and pronounce it.

As for the business, we are providing a special, delicious and various type sushi that our decoration and our customer's requested for the decorations to satisfies their needs. As we go thru with the changes of environment, people nowadays don't put on simple food on their own daily meals. So, our surveying we conclude that we are going to provide the simple, special sushi that are well in high product's quality.

We are starting the business with the total capital of RM75,000 and all of the partners are contributing RM15,000. We have five workers that is general manager, administration manager, marketing manager, operational manager and one from financial manager.

Our market target of customer's characteristic is come from all income level, and for all of the customers' level of ages. Even children also can effort to buy our products.

Business plan is necessary to all entrepreneurs. It is prepared to a group of people which are owners itself, bankers, suppliers, customers and employees. This plan include in Business Plan chapter which is consists of marketing, operation, organization, and financial plan.

PURPOSE OF BUSINESS PLAN

The purpose of this business plan is as the first step as a module before starting a business. The business plan is very important for a new restaurant like HEAVEN SUSHI Restaurant because it may help us to maintain our business longer in the Malaysia market.

The purposes of doing this business plan are:

- ✦ To show the financial strength of the company.
- ✦ To fulfill one of the terms and condition that stated in ENT300 project.
- ✦ As a guideline for us in setting, planning, managing, handling and controlling our business for the day to day management, budget, financial forecast, strategies, target market and even long term goals.
- ✦ As a master plan of an organization that necessary to calculate the effectiveness on running such business.
- ✦ This business plan can be utilized to convince the suppliers the ability of carry out a project of services for customers.
- ✦ It is also prepared to state clearly the information on certain authorities' parties to get permits or other facilities in the mean of formation of a business.
- ✦ To improve any weaknesses arise by comparing the actual performance of the firm with its master plan. It is to see whether it is a favorable or unfavorable situation.