



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN



NAME OF COMPANY	: YOUTH KITCHEN
TYPE OF BUSINESS	: FOOD AND BEVERAGE
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EXECUTIVE SUMMARY

Business Plan is entrepreneurship values among students in an effort to develop knowledgeable entrepreneurship and complete with technological skills through preliminary academic and practical programs. It is also encouraging students to experience their own experiences in working with a company.

Youth Kitchen is a premises that mainly sell chicken rice located at UiTM Mukah . The idea to build up this kind premises which is specialized chicken rice premises because it is hard to find one at UiTM Mukah since most of the premises in Takan Berambeh sells mainly in various type of dishes only. This made us open a premises that sells specialized chicken rice due to several request from the students. Therefore, this will be a good opportunity for us to be different than others premises which is we are the only premises that sold chicken rice in this UiTM Mukah.

Youth Chicken primary product is traditional chicken rice . Other than that, our premises also sell other chicken rice with different type of sauce like the original sauce, wasabi, kimchi, cheese and sweet sour. The aim for our Youth Kitchen is to provide high quality of food and services to the customers. Then we also aim to provide affordable prices, comfortable and friendly environment in UiTM Mukah. Once our Youth Kitchen have achieved the goals, we expect that we want to expand our scope and build new premises or kiosk Youth Chicken outside of UiTM Mukah.

Youth Kitchen company is managed by the general manager who is also the administration manager, marketing manager, operation manager and financial manager. There are six employees altogether whereby two of the are the general wokkers and the others are regular employees. We are provide and offering a freshly prepared chicken rice at all times during our business operation. Youth Kitchen sells directly to the customers. Our target market are the students, lecturer and staff in UiTM Mukah. We have get all of the supplier from the town of Mukah especially areas Market Mukah.

1.0 INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

i.	<i>Name of the business</i>	: Youth Kitchen
ii.	<i>Nature of business</i>	: Partnership
iii.	<i>Industry profile</i>	: Food & Beverage Industry
iv.	<i>Business Location</i>	: Takah Berambek, UiTM Campus Mukah, Sarawak
v.	<i>Date of commencement</i>	: 6 October 2017

vi. Factors in selecting the proposed business:

- a) Provide high quality of food and services to the customers.
- b) Provide affordable prices, comfortable and friendly environment.

vii. Future prospects of the business:

- a) To be the leading who are selling chicken rice in UiTM Campus Mukah.
- b) To expand branches of Youth Kitchen outside of UiTM Mukah

1.2 PURPOSE OF BUSINESS PLAN

- i. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner
- ii. To analyze and evaluate the viability of a proposed venture
- iii. As a guideline for managing the business
- iv. To allocate business resources effectively

1.3 BUSINESS BACKGROUND

<i>i.</i>	Name of the business	: Youth Kitchen
<i>ii.</i>	Business address	: UiTM Mukah, Cawangan Sarawak
<i>iii.</i>	Correspondence address	: UiTM Mukah, Cawangan Sarawak
<i>iv.</i>	Website address	: www.youthkitchen.com.my
<i>v.</i>	E-mail address	: youthkitchen@gmail.com
<i>vi.</i>	Telephone number	: 082-255273
<i>vii.</i>	Fax number	: 082-253737
<i>viii.</i>	Form of business	: Partnership
<i>ix.</i>	Main activity	: Food & Beverage
<i>x.</i>	Date of commencement	: 13 October 2017
<i>xi.</i>	Date of registration	: 6 October 2017
<i>xii.</i>	Registration Number	: In Progress
<i>xiii.</i>	Name of Bank	: Public Bank
<i>xiv.</i>	Bank account number	: 13100-41-00439082-1