



اَوْنِيُوْرْسِيْتِي تِيْكْنُولُوْجِي مَارَا
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MARA**

DIPLOMA IN TOURISM MANAGEMENT

ETR300/ENT300: Fundamentals of Entrepreneurship

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1.0 EXECUTIVE SUMMARY

Fundamentals of entrepreneurship as a part of our course subject is designed to provide students with knowledge and exposure in the field of small business and entrepreneurship as well as introducing students with some of the basics techniques and tools that can be used by entrepreneurs in managing their businesses. Apart from that, this course will guide us in facing a very challenging but rewarding career in the future which are not only theoretical but conceptual aspects of entrepreneurship and the crucial hands-on knowledge that will facilitate our understanding of entrepreneurship.

Our business, Roti John Cafe is a Partnership Company which provides various kinds of Roti John. This business was planned and will be start in the early January 2009, with our starting workers, 9 people including us as the main leader of this company.

Our business will be located at 1 BORNEO HYPERMALL. This location is chosen because this place is located in next to University Malaysia Sabah, Alam Mesra, Indah Permai, ILP, Polytechnic and Sepanggar neighborhoods. The recruitment process will be done by using advertisement and will be implemented 3 months before starting the business.

The characteristic of our company is focusing on our customer that we called “friendly customer” in order to introduce the Roti John which is become the main attraction of our cafe. For better quality and quantity of the Roti John, we are also providing our customer with healthy Roti John.

Our vision is to be the first Roti John café in Sabah. Furthermore, our mission is to produce delicious and high nutritious of Roti John’s with producing variety menu of Roti John’s and provide them a good customer service to our customer. We also want to achieve maximum profit with high customers’ satisfactions. Beside that, we hope the capital that we obtain through our saving and loan can gain and earn maximum profit throughout the year.

We hope that our cafe, Roti John will be well known via guarantee quality and good Roti John menu.