



FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT 300)

WALKSTREET CAFÉ

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EXECUTIVE SUMMARY

1.1 Name of the company

The name of our restaurant is Walkstreet Café.

We choose Walkstreet Café as our restaurant name because our location in between two ways which are Jalan UMS – Sepanggar and Tuaran by-pass.

The name of this restaurant is ideally by each of the partner of this restaurant.



1.2 Industry Profile

Food is a need by people. We venture in this business because we do believe that people has need in various of food. The demand of the people that generate us to perform this business. Every people has their own favourite food, it may local or western food. This restaurant may include as a choice to people that wish to eat western food. Walkstreet Café offers great variety food that may attract local people as well as foreigner.

1.3 Location of the business

Walkstreet Café is face to University Apartment. We feel that this chosen location which is in a way to University Malaysia Sabah, 1Borneo, Ujana Kingfisher, Tsung Tsin high School, Indah Permai and University of Technology Mara Sabah branch is strategic. We choose this location because this place nearby two top universities in Sabah and in between to bigger shopping complex, newly development area like Alamesra. This place will attract people not from those educated people but all level of people as well can enjoy this restaurant since this restaurant is for all people in throughout Sabah.

BUSINESS PLAN PURPOSE

Business Plan is really crucial in order to execute the business smoothly, effective as well as efficient. With this business plan, we also can forecast the practicability of the project.

The purpose as follow:

- To know the demand of the people of respective area
- To study and assess the practicability of the business
- To apply for the bank loan or financing from financial institutions
- To calculate all the cost effected by the business
- As a guideline for top management in supervise the progress of the business
- To give students more exposure in running the business in any way.