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EXECUTIVE SUMMARY

As we all know football is the number one sport in the world. People are crazy about it. They watch football in every corner of the world. They will go anywhere just to watch their favourite team plays. Sometimes they watch the match in their house with family, at 'mamak' stall or in the nightclub. Due to the fact, we have decided to open up a football theme restaurant. This restaurant allows them to watch their match of a lifetime in a great ambience. They also can have their meals and at the same time watch the football match.

The unique thing about our restaurant is that all of the menus are named based on the football player and football legends such as "Beckham Fried Rice" and "Teh Tarik Ronaldo". Our restaurant focus more on the cleanliness, quality of the food and as well as the customer service.

The place that we choose to open up the restaurant is at the University Plaza. It is located near the University Apartment residential area. Besides that, the place also considered as the most strategic spot as it is an easy access to all the students from the Universiti Teknologi Mara (UiTM), Universiti Malaysia Sabah (UMS) and as well as the KK Polytechnic. On the other hand, it is also near the residential area of Alamesra, Kingfisher Sulaman, Kuala Menggatal and Akedemi Kastam Malaysia (AKMAL). The place that we have chosen is Lot 24, University Plaza, Jalan Sulaman 88450, Kota Kinabalu, Sabah.

Our priorities are during the football season, customers can enjoy watching their favourite team play and at the same time enjoy their meals. The restaurant will be provided with a large screen, LCD projector, 42-inch flat screen television and high definition audio system so that they can enjoy more watching the matches. Other than that, the restaurant also provides Playstation and foosball for leisure activities. The restaurant will be provided with toilet, wireless and cooling fan.



ETR 300 - OLE SOCCER RESTAURANT

The restaurant will be operating from 11.00 am to 11.00 pm daily but during weekends, the restaurant will be operating from 11.00 am until the last football matches. With the 1 star price and the 5 star services, we can ensure that customer will have a good time watching their favourite team play along with their friends and family.



BUSINESS PLAN PURPOSES

The purposes of preparing this business plan are:

1. To apply for loans or financing facilities from relevant financial institutions.
2. To identify any possible problems and then try to find the solutions.
3. To allocate the business resources as efficiently as possible.
4. To estimate the costs and sales of the business.
5. To learn about all the different parts of restaurant, as well as the local competition and the local market.
6. As a guidelines for the management department to supervise this business progress.
7. To evaluate the project viability and growth potential.