



HAKMILIK
Perpustakaan
Universiti Teknologi MARA
Sabah

**UNIVERSITI TEKNOLOGI MARA
DIPLOMA IN TOURISM MANAGEMENT**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ETR 300**

1901™ SNACK CAFÉ

SALINAN FOTO TIDAK DIBENARKAN

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**DATE OF SUBMISSION:
06TH APRIL 2009**

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 basic 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 understandings of entrepreneurship.

The business that we would like to propose is the home-grown 1901™ hot dog franchise. The quality that differentiates our premises than the other 1901™ premises is our concept of snack café which is still newly introduced in Sabah and will be the first here. This concept has its own advantages which can distinguish us from other 1901™ franchises in Sabah. Being a franchisee also give us tons of benefits from our franchisor. As this concept is still new, we will instigate aggressive and intensive marketing and promotional activities. New marketing ideas will be implement to promote our products to public.

We hope to obtain a place and play an important part in the fast food industry in Sabah and have a healthy competition between other international brands. This will help us in obtaining useful knowledge and worthwhile experience in the competitive business world. Thus, bringing our Malaysian brand to the eve of the world. We also hope that our objectives and visions could be achieved with our teamwork effort and shared knowledge.

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1.0 INTRODUCTION

The business that our partnership will open up is franchising business which is 1901™ or Nineteen-O-One. Our 1901™ franchise will be located at the 1st Floor of City Mall, Kota Kinabalu Sabah. This kind of business benefits us in terms of gaining income as it's already well known in this country. Besides that, franchise business is not to complicate to start as all the products and equipment already set up by the franchisor. There are also several concepts of 1901™ franchise business which are pushcarts, mobile kiosk and snack café. We are choosing the snack café concepts because of several reasons that will be explain later. Apart from that also, our aspiration for the 1901™ franchise business is to expand the current line-up of the menu to include other healthier food range to enable our customers to enjoy a wider variety of choice. Although we feels that the franchisee themselves should adopt a 'hands-on' approach to the business that we credits our staffs as being the soldiers in the frontline and the most important asset to our business. Here, we attached the history about the 1901 franchise;

History of 1901

1901, famous for its American-style hot dogs, was co-founded by a wife-and-husband team, Tengku Rozidar Zainal Abidin and Ahmad Zakir Ja'afar. Tengku Rozidar was a former journalist for TV3 and RTM before quitting her job and decided to jump into the entrepreneurship bandwagon. The two were on their way to buy an American franchise right, and while waiting in the airport in the US, an idea struck their mind to start selling American hot dog style in Malaysia. Tengku Rozidar and A.Zakir felt that Malaysia has the most ideal setting to start a hot dog franchise business. Therefore, in 1997, 1901 was formed.



1901 started as a small pushcart in Sunway Pyramid, and today has grown to a total of more than 70 outlets and still growing. The name 1901 was picked from the year the name 'hot dog' was coined. 1901™ Snack Café is stationary concept developed for franchisees who intend to operate a larger scale business. It has bigger retail space, therefore, offers greater sitting capacity. The menu for Snack Café is extended, offering customers wider choice. The design is colorful, eye-catching, contemporary and friendly, depicting the personality and an upbeat image of the 1901™ brand very strongly and more customized to fit the offered premise yet the look and feel that define 1901™ are retained.