



MARA UNIVERSITY OF TECHNOLOGY

Sarawak Campus

**FACULTY OF OFFICE MANAGEMENT AND
TECHNOLOGY**

(OM114)

FUNDAMENTALS OF ENTREPRENEURSHIP

(ETR300)

“River Shack Restaurant”

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EXECUTIVE SUMMARY

Our company is a partnership company which consists of 5 shareholders. Every partner had agreed to contribute a certain amount of money to cushion the start up of the business operation. River Shack Restaurant is a restaurant which is located at the Waterfront Riverside. The main business of our company is providing variety of local Sarawak cuisine and also western food for people who loves to eat.

It has been agreed that Nursyafinas bt. Mohammed Zahuri is the General Manager, Dorris Victoria Baun is the Operation Manager, Kelsah Kalianon is the Financial Manager, Amanda Rubin is the Marketing Manager and Sofia ak Lana is the Administration Manager. Each of the partners must mutually carry out the work and share their expertise towards the successful achievement of the company.

Our restaurant is situated at Waterfron Riverside. With wooden benches, food stalls, boat jetties, decorative artworks and water fountains lining its entire 89-m length, it has become a popular tourist spot. In fact it is the Kuching Waterfront that earns the State the title of the most romantic State in Malaysia. And when night falls, bath in the multitude of colored decorative lights as you watch fishing trawlers chug out to sea for another night of trawling in the South China Sea.

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Introduction

Administration is an important component of one of the organization. Administration has a significant impact on every functional areas such as marketing, operation and financial throughout the organization.

River Shack is the only one restaurant that allows the customer to experience the real local food in Sarawak while enjoy their food by sitting on the floor just like feel eat at home. To make sure our business activities can be successfully achieved, we need the administration manager to manage the efficiency in the management.

In our business activities, administration plan is important to use the five basic management functions of planning, organizing, staffing, leading and controlling in order to maintain the smoothness of the organization. Failing to perform these functions means our business activities will not work and run smoothly.

Administration manager is responsible to report to the general manager who is mainly concerned with the business activities. Besides that, the administration section has to manage the overall business objective and goals. Administration plan is important to assure the efficient and proper use of specialized office equipment. The administration manager has to develop effective measurement, standard and layouts for getting the work done. Apart from that, the

MARKETING PLAN

Marketing objectives is very important in the marketing to influence and attract the customers. In order to achieve our target, we have to plan and implement some objectives. The objectives have to be considered to be suitable and relevant for our business and marketing plan. Therefore, we have decided and agreed that to have these objectives for the sake of giving attention to customers who intend to have several of food services of our restaurant.

We named our business RIVER SHACK RESTAURANT with physically referred to Sarawak River, the main pulse to Kuching City.

The objective is term of our services. Below are our marketing objectives:

- ❖ Provide the **best and quality local food service** for our customer to meets our customer's needs and that is worth trying.
- ❖ Give **total satisfaction to the customer** by cooking and serving the variety of best local delicacies in town.
- ❖ In addition, with our effective marketing plans, we will focus not only in satisfying the customer needs and wants but also **well-being of the society** by promoting the Sarawak cuisine to the world.