



اَبُو سَيِّدِي تَبَاكُوْرُ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



DeFood.Co

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EXECUTIVE SUMMARY

Laksa Corner Restaurant will be an eat-in, carry-out restaurant, specializing in evening and weekend leisure dining. St. Louis is recognized as one of the prime barbecue markets in the country. The Soulard neighborhood, future home of Butcher Hollow, is known as one of our area's most popular and successful nightlife hubs. What makes Laksa Corner Restaurant special as a business proposition? New restaurant openings are known to be risky. What have we done to neutralize these risks and assure success? First, we have identified an unfulfilled market for our exceptional product. Careful research has demonstrated a 66% positive response by a representative sampling of our primary and secondary geographical markets. We have learned that people living in Machang Bubok in Bukir Mertajam, or within reasonable driving distance, would patronize a good eat-in or carry-out for tea time food restaurant in Machang Bubok if one were available. Further research of the population demographics of this area reveals a lifestyle most conducive to eating out often, as frequently as three times per week. Management has also identified a very viable commuting market that frequents the Machang Bubok area, availing themselves of the many attractive restaurants and stalls. Many thousands of people also work in an near the Machang Bubok and often unwind after work at one of the many restaurant. Laksa Corner Restaurant intends to be part and parcel of this scene, offering laksa, karipap and cucur udang, along with convenient carry-out. Relaxed patio dining is also planned for use during pleasant weather. Laksa Corner Restaurant also has a sound marketing plan directed at our three identified markets. Viable market, good promotion, and an excellent product, backed up by sound and experienced management will go a long way to assuring success of the business venture.

2.1 BUSINESS MISSION, VISION, AND OBJECTIVES

VISION

LAKSA CORNER RESTAURANT is to become worldwide restaurant in Malaysia. Become a well-known traditional food and the top destination for satisfying laksa, curry puff and cucur udang's cravings. It is also to promote the traditional food toward the world.

MISION

Our mission is to ensure that our traditional food is not outdated and always becomes a favorite dish of our customers as well as being an attraction for foreigners to try new foods for them.

OBJECTIVE

1. To making it a temporary stopover for customers to relax and enjoy the food.
2. To attract more customers to dine in at the restaurant and give the good review to others.
3. To introduce the traditional food to the foreigner.
4. To provide menu that meet the needs of customers, serve food in an appropriate and satisfying manner and ultimately make a profit.

2.2 BUSINESS LOGO AND DESCRIPTION



The description for this logo and name for this restaurant is intended to the main dish in our restaurant which is laksa. Other than that, the symbol of egg and others shows that the other ingredients in laksa which is egg and vegetables. Next, for the triangle symbol behind the laksa in a bowl show that we are selling for three types of food which is cucur udang, curry puff and laksa. The color of the logo is to attract customers to come to our restaurant. Hipster style of our logo is the trending style nowadays for the teenagers.