



اَوْبُوْرَسِيْتُوْا تَتَكُوْمُوْا لَوِ كُنْ مَارَا  
UNIVERSITI  
TEKNOLOGI MARA  
MALAYSIA

# ENT530 PRINCIPLES OF ENTREPRENEURSHIP

## BUSINESS PLAN



### *D' WESTASTY RESTAURANT*

**FACULTY / PROGRAM** : FACULTY OF ADMINISTRATIVE SCIENCE AND  
POLICY STUDIES / BACHELOR IN  
CORPORATE ADMINISTRATION

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The process of completing this business plan report has taught us many basic skills and fundamental elements to starting our business which this business plan covers administration, marketing, operational as well as financial plan that will become as a guideline for new entrepreneurs likes us to starting our business. Finally, to all individuals who are involved in completing this report directly or indirectly, we want to express a big thank you to all of you.

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## **1.0 EXECUTIVE SUMMARY**

Primarily, our business is a partnership business. There are seven (7) members in this partnership business which each of them has a significant role in managing this business such as General Manager, Marketing Manager, Production Manager 1, Production Manager 2, Organizational Manager 1, Organizational Manager 2, and Financial Manager. The business capital is amounted to RM176, 386 which each of the member contributes RM20, 000 and the rest is from Bank Islam's loan.

D' Westasty Restaurant is a single company that located in Bandar Kuala Krai, Kelantan with its own tagline "Experience the Magic of Premium Pasta!" Our mission is to cooperate among the members in ensuring customers receive friendly and speedy service. We wish to open branches all over Malaysia in 15 years followed and be the top pastas restaurants in Malaysia. Our vision is to be the most favorite hotspot and always serve quality mouth-watering pastas. We focus on food production which produces and sells western food which is spaghetti and macaroni. There are three (3) types of products which are Spaghetti Meatball Bolognese, Spaghetti Creamy Carbonara and Mac and Cheese. In contrast to the other restaurant that sells spaghetti and macaroni is, we are trying to be unique in the taste for everyone to enjoy. Apart from that, we use only healthy and halal ingredients to produce perfectly. This restaurant is run to serve everyone, either kids, teenagers, or adults. It targets all the people especially those who crazy about western foods. Next, it also targets to attract the tourist that come to Malaysia and the students which usually love to eat western food. Therefore, this restaurant will produce two delicious spaghetti which is Meatball Bolognese and Creamy Carbonara followed by Mac and Cheese full of cheese that can attract those cheese hunters.

The restaurant has four (4) major competitors which are related to the western food market that is also located in Kuala Krai. The advantage is that it can provide improvements to the products and services as the competition is a healthy challenge. Therefore, the target markets can have such a variety of choices in western food. In fighting for market share, our restaurant provides better quality food to catch in the eyes of the customers.

Our financial projections for the first year to the 3rd year are good in terms of the sales as we are expecting to incur profit of RM181, 098, RM185, 782 and RM186, 145 respectively.

## 2.0 COMPANY PROFILE

Firstly, the business background for our restaurant, all the partners agreed to name our business, D' Westasty Restaurant. This business is located at a strategic place in Kuala Krai, Kelantan. Below are the details regarding our business profile.

<b>NAME OF BUSINESS</b>	D' Westasty Restaurant
<b>BUSINESS ADDRESS</b>	Lot 473, Bandar Kuala Krai, 18000 Kuala Krai, Kelantan Darul Naim.
<b>CORRESPONDENCE ADDRESS</b>	Lot 473, Bandar Kuala Krai, 18000 Kuala Krai, Kelantan Darul Naim. (office)
<b>WEBSITE</b>	<a href="https://www.d'westastyrestaurant.com">https://www.d'westastyrestaurant.com</a>
<b>TELEPHONE NUMBER</b>	09-955 7052
<b>FAX NUMBER</b>	09-955 7052
<b>EMAIL ADDRESS</b>	<a href="mailto:d'westasty_restaurant@gmail.com">d'westasty_restaurant@gmail.com</a>
<b>FORM OF BUSINESS</b>	Partnership
<b>MAIN BUSINESS ACTIVITIES</b>	Selling classic and premium taste of pasta with three different choices such as Spaghetti Meatball Bolognese, Spaghetti Creamy Carbonara, Mac and Cheese.
<b>DATE OF COMMENCEMENT</b>	1 January 2021
<b>DATE OF REGISTRATION</b>	15 December 2020
<b>REGISTRATION NUMBER</b>	KT 0031233-K
<b>CAPITAL</b>	RM 140 000
<b>NAME OF BANK</b>	BANK ISLAM MALAYSIA BERHAD Loan: RM 36 386
<b>BANK ACCOUNT NUMBER</b>	1204 3780 6621
<b>WORKING HOURS</b>	Sunday – Saturday (10.00 a.m. until 12 p.m.) (except off day on Monday)