



اُونِيُوَرْسِيْتِي تِيكُونُو لُو كِي مَارَا
**UNIVERSITI
 TEKNOLOGI
 MARA**

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FACULTY OF PLANTATION AND AGROTECHNOLOGY
 (AT110)

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

'THE CRUSTIEST SEAFOOD'



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1.4 EXECUTIVE SUMMARY

This business created through the discussion of partners. The four partners that created this business are Administrative Manager, Marketing Manager, Financial Manager and Operation Manager. Our business also inspired by the people who are a big fan of seafood. Through this business, we can provide and offer our customers with the exotic and delicious seafood recipe all over Mukah and any other places such as Dalat, Oya, Balingian and etc. They can come and enjoy our food.

The Crustiest Seafood offer customers in people with variety of seafood dishes that we prepared in the menu. We guarantee that we can provide the seafood's lovers needs and wants and enhanced their taste bud with our dishes. One of our exotic foods is 'Umai' and it is a traditional food for 'Melanau' in Mukah. Mostly they use a fresh fish meat to make 'Umai' without cooking it. Mukah is the place that we can get some fresh sea life such as fish, crabs, prawn and so on. We will serve fresh seafood for our customers.

We also we can provide the seafood's lovers needs and wants and enhanced their taste bud with our dishes. Our aim is to be well known to people and popular restaurants in Mukah area. We hope in the future we will have excellent records in our dishes and open more restaurants in other places.



1.7 INTRODUCTION TO BUSINESS PLAN

The business plan of The Crustiest Seafood is proposed so that it can be taken by comprehensive manner. This business plan gives us the opportunity to access a business service in the future. The business is in form of enterprise which consists of four shareholders. All shareholders had agreed as stated in the agreement letter that mentioned about capital, contributions loss and profit of the business. We choose this business because it shows the equality and no one will decimated as the profit and loss will be divided as stated ratio and the financial will announce whether the business will gain how much profit or losses by the end of the year sales. In a nut shell, the partnership is an excellent option for us to take part in because the shareholders will always sharing the ideas and knowledge in order to gain profit and achieve high productive form time to time.



1.8 BUSINESS NAME

'The Crustiest Seafood'

As everyone in our company has discussed the matter of naming our restaurant we came out and agree to name our restaurant that is *The Crustiest Seafood*. Our business base is at Mukah. Mukah is part of Sarawak located by the seashore. Hence, establishing such restaurant can be profitable and one of the attraction to gain more visitors. We came up with this name as an attraction to either local or not. By the word chosen by us, they will have the desire to try our recipes. Moreover, we are trying to be up to trend. As we know, seafood restaurant industry has been number one choices among all. With a good recipes value, this will be profitable during these days.

By the word *Crustiest*, it is mean by crispy out layer. It is indicate our dignity and obligation to provide fresh supply of seafood to our costumer. For example, fresh crabs from the sea newly catch lobsters to overwhelm the taste buds of humans. Besides providing fresh supply, we will make sure any seafood in the hand of skilled cook can become inexhaustible source of gustatory pleasure. The matter of fulfilling the desire or customer demand might be beyond our control but we are sure with our team capability we can pleasure them because it is our number one concern to satisfy our customers.

Proceed to the next verb is *Seafood*. As we have agreed to sell and promote, our cooking is basically from seafood. Varieties of seafood will be listed on the menu to ensure our restaurant is up to trend. For example, fishes, prawns, crabs, lobsters & etc. Our cooking recipes will be extraordinary as we hired skilled chef with certificate to help us more in order to enchanting our customer taste buds.