

# **STEAKHOUSE BUSINESS PLAN**

**UITM CAWANGAN JOHOR  
KAMPUS PASIR GUDANG**

**FACULTY OF CHEMICAL ENGINEERING**

**ENT 300  
FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN REPORT**

**GROUP:  
J4CEEH1105E**

**NAME :**

- |  |                   |
|--|-------------------|
| <b>1. MUHAMMAD SYAHMI BIN MOHD YUSOFF</b>      | <b>2021200728</b> |
| <b>2. MUHAMMAD RAIS BIN MOHD AZLAN</b>         | <b>2021824966</b> |
| <b>3. NURUL UMAIRAH BINTI ABDUL YAZID</b>      | <b>2021605182</b> |
| <b>4. SITI NURSYAZWEENA BINTI ZUL-KHARNAIN</b> | <b>2021849014</b> |

**BY GROUP 4**

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## 1.0 EXECUTIVE SUMMARY

Tender Bite is a steakhouse restaurant that stands as a culinary haven where the art of steak meets an immersive dining experience. Tender Bite steakhouse located at Jalan Horizon Perdana 5, Horizon Hills, Iskandar Puteri, Johor Bahru. Tender Bite steakhouse was led by 4 partners which are general manager, administration manager, marketing manager and financial manager. Everyone plays their roles so that Tender Bite can improve to become the best steakhouse in the city. At Tender Bite, we source only the finest cuts of beef, lamb, and Wagyu, ensuring a dining experience defined by tenderness, succulence, and rich flavor profiles. Our commitment to quality is reflected in every bite. There are also beverages to be served like carbonated soft drinks; Coca-cola, Mountain Dew and Sprite. For those who don't like to drink carbonated drinks, we also served another drink like passion fruit, for example Heaven and Earth. The Tender Bite target market are students, foreigners and western food lovers. That's why our steakhouse is located near the city and housing, this is a strategic place where all our target markets come by.

## 2.0 BUSINESS BACKGROUND

<b>Business Background</b>	
<b>Name of the Restaurant</b>	Tender Bite
<b>Restaurant Address</b>	
<b>Correspondence address</b>	
<b>Business hour</b>	4 p.m. - 11 p.m. Closed at Sunday
<b>Website Address</b>	
<b>E-mail Address</b>	
<b>Telephone Number</b>	
<b>Form of Business</b>	Partnership
<b>Main Activity</b>	Serving variety of steak
<b>Date of Commencement</b>	1st January 2024
<b>Date of Registration</b>	3rd February 2023
<b>Registration Number</b>	
<b>Name of Bank</b>	
<b>Bank Account Number</b>	