



اُنِيْوَرْسِيْٓتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

SDG HOUSE RESTAURANT

NO 1, ROOF TOP, 1 SEGAMAT SHOPPING MALL,

JALAN KOLAM AIR,

85000 SEGAMAT, JOHOR DARUL TAKZIM.

PREPARED FOR:

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GROUP:

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CHECKED,
SITI NORDIYANA BINTI ISAHAK
PENYARAH EKONOMI
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ACKNOWLEDGEMENT

We would like to express our gratitude and thanks to those who have helped us to complete this assignment. At first we had encountered many problems during site view and to accomplish the business plant but Alhamdulillah, with the blessed from Allah, we have managed to complete this assignment with cooperation and commitment from each of the group members.

First of all, we would like to thank our Fundamental of Entrepreneurship (ENT 300) lecturer, Miss Siti Nordiyana Binti Isahak for being very supportive and committed lecturer. We feel proud having her as our ENT 300 lecturer because she has been helpful to all her students whether during class hours or after class hours. Her capabilities are much appreciated.

Besides her, we would like to thank our beloved parents who helped us financially and troubled themselves to make sure our assignment is done successful. We will make sure that we will pay them back in a way of being a successful student.

Not to forget, thank you to all our friends and classmates for being very helpful. We had changed ideas and sacrificed our time and energy to make sure that this assignment complete with flying colours.

Lastly, we pray that our friends will be successful in their studies. We also hope that our lecturers will continue educating students like us to build a better future for everyone.

PURPOSE OF PREPARING THE BUSINESS PLAN

- 1) **Opportunity for entrepreneur to assess the business venture objectively, critically and practically.**

The collapse of many business ventures can be attributed to the decision and planning of the entrepreneurs who rely more on emotions and gut feeling rather than objective and rational consideration. With a Business Plan the entrepreneur has solid and well-grounded information to supplement the planning and decision-making process. This way, the entrepreneur has a more realistic and practical business plan.

- 2) **To study and evaluate the viability of the business.**

A Business Plan can be used as a basis of determining the viability of a proposed business venture. The information gathering and analysis that is done as part of preparing the Business Plan can give an early indication as to the viability of a project. Hence, the entrepreneur can make a better judgment before investing in the proposed venture.

- 3) **To convince venture capitalists, investors and bankers in order to raise capital and obtain support for the venture.**

The Business Plan can be used as a communication tool to convince potential investors of the viability of a proposed venture. The availability of a Business Plan will boost the confidence of interested parties to finance partially or fully the cost of the venture. Potential investors include financial institutions, private or individual investors, suppliers and government agencies.

OBJECTIVE OF BUSINESS

1. To provide one of Malaysian favourite food with reasonable and affordable price.

Malaysia has variety of foods. We would like to serve Segamat citizen with steamboat, grill and dessert. We want to serve our customers with our food that can be afforded by people with different economic levels. They will satisfy with our food services by which the quantity, quality and taste of the food is equivalent to the price that we charge them.

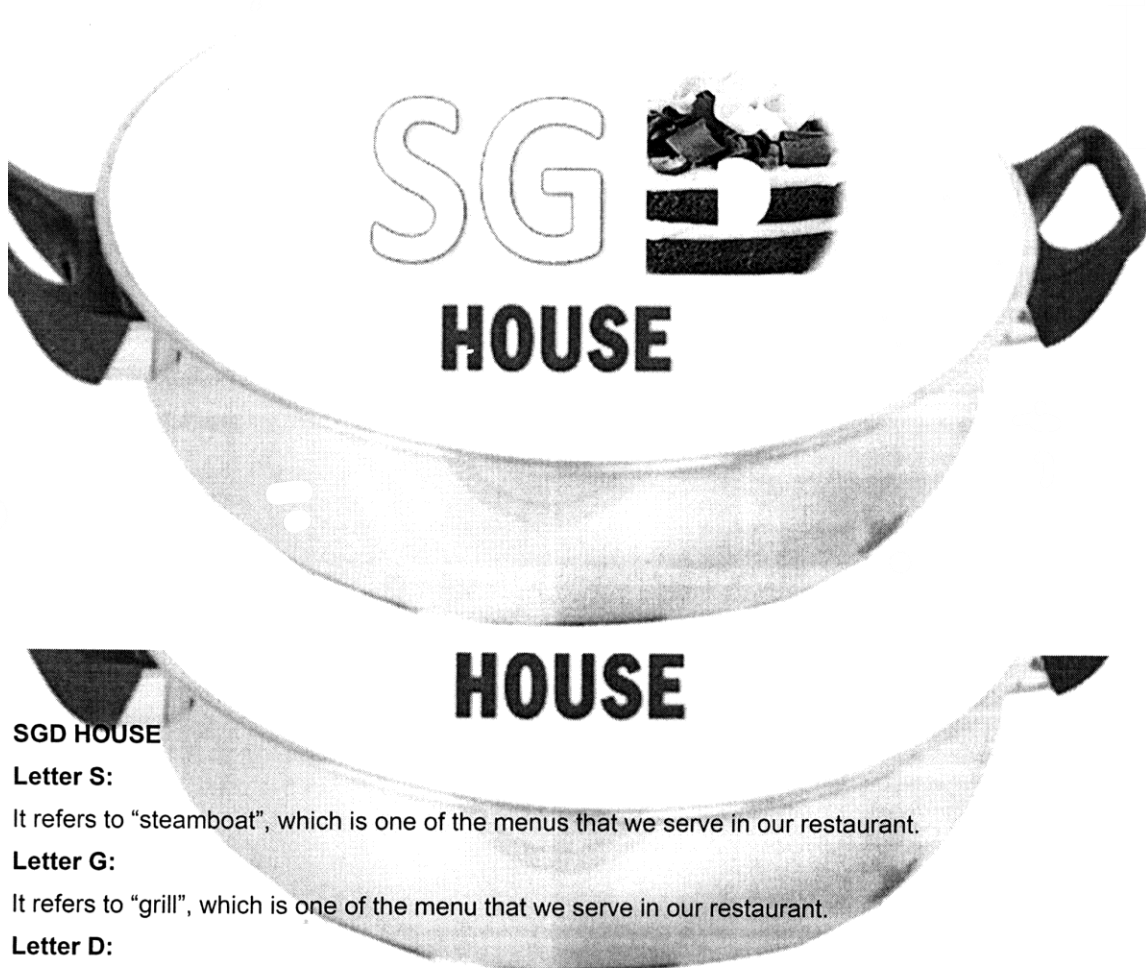
2. To be one of the restaurants that provides 'Halal' steamboat, grill and dessert.

We would like to ensure our entire customer satisfied with our services. We are going to get 'halal' raw materials and we will maintain the quality by searching the best supplier for our raw materials. So we will try our best to give continuously better service to maintain current customers demand. With this positive feedback, it will attract more people to try our services. We will improve our quality service.

3. To introduce new concept of food servicing in Malaysia, that is self service.

Our business uses self service because we would like to give our customer some space to choose and cook with their partners or by their own. They can choose how much the food that they want with a fixed price per person. As a result, our customer will not make any wastage by taking portion that they need.

COMPANY LOGO



SGD HOUSE

Letter S:

It refers to "steamboat", which is one of the menus that we serve in our restaurant.

Letter G:

It refers to "grill", which is one of the menu that we serve in our restaurant.

Letter D:

It refers to "dessert", which is one of the menus that we serve. The typography that we use for this letter is a slice of cake to show one type of dessert that available in our dessert menu.

Steamboat soup base:

This icon is the symbolism of our main menu that we serve which is steamboat.