



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
COTO MAKASSAR LEGEND

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1.0 Introduction

Coto Makassar Legend is a business food corner located in UiTM, Kota Kinabalu, Sabah that allows the students and staffs to enjoy a true taste of the original recipe coto makassar. The main course of Coto Makassar Legend is the coto makassar, and we also serve other foods and drinks. The members in Coto Makassar Legend company wants to served food fast and convenient to the students and staff in the university.

While there are many other restaurants in Kota Kinabalu that served coto makassar, Coto Makassar Legend will excel because of the recipe that we used in our main course compare to our competitors. We believed that the recipe can give big impact and attract lot of customers everyday.

From our direct observation, most restaurants in Kota Kinabalu, they treated their coto makassar with creamer to make their base soup milkier. After doing our research and interview to the family that run coto makassar business since 1970s, coto makassar came from Indonesia and the recipe reach Sandakan Sabah around the year. For the based soup, they used (recipe bumbu) to make a big impact when a person slurp the soup. The (lada) is also special homemade which synchronize with the (kacang) and enhance the flavor and make the person addicted and want to eat more. The prove is that this family's original recipe was always order as catered by Sabah Ministry, like the latest event , served 5000 people. Thus, we see this a good business opportunity.

We, Coto Makassar Legend, believed that this opportunity has the potential of success provided that it is handled with expert. The students have always needed to treat themselves with warm and good meal. A meal can become a good factor towards student motivation and contribute energy. Therefore, by taking all the advantage, we believe we can run the business for a very long term and maintain our friendship.

2.0 Purpose

This business plan is prepared because we want to convince banker to make loan to increase our capital and obtain support for the venture and start up modal.

In order to start our business, this business plan was prepared to get financing status and to get a clear picture of how serious our business is. This include cash out-flow and cash in-flow that the business create during business working hour. Therefore, the presentation for this business is to gain confident from the bank to make a loan.

The team member has decided to start the business at RM80,000. From the modal, Coto Makassar Legend business decided to make a loan for about Rm50,000 from CIMB Bank. The other RM35,000 is from the contribution for each team member. Each team member agreed to contribute about RM5,000.

The financing will be used to purchase start up assets like (barang-barang untuk berniaga, fixed asset + non fix asset). We can get this assets from our trusted supplier around Kota Kinabalu.

The other function of this business plan is also to served as guidance for the team member which are the manager of the business. This business plan includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan for the business.