



اَوْبُوْ رَسِيْقِيْ تَنْكُوْ لُوْ كِيْ فَا بَا رَا
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

'ABAH'S RECIPE'

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1.0 EXECUTIVE SUMMARY

Abah's recipe is about producing and selling 'Roti Burger Baghdad' as the main product combined with 'Kopi Madu' as the side product and operated on a food truck which will located at different location every day except on Friday.

While there are many food truck selling Burger around Kota Kinabalu, Abah's recipe will excel due to its uniqueness by having Burger along with Coffee which will capture people's attention and by that, Abah's Recipe will slowly but surely gain market share as it provide simple and easy-grab food and most important it is delicious and comes with affordable price.

Moreover, we are believed that we will managed to compete with our competitors in a few years ahead. This is because nowadays people are very busy and need to grab something easy to eat.

We, Abah's Recipe, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed food in their life. This is because Malaysian people loves to eat.

1.3 PURPOSE OF BUSINESS PLAN

As we know business plan is one of the tools that required to be prepared in order to open the business. Business plan is written documents which describe the purposed business to be undertaken in the comprehensive manner. It is also known as a project paper, working paper, business proposal or prospectus.

A business plan is a written summary of entrepreneur, purpose business venture; it's operational and financial detail, its target market opportunities and strategies, and its manager's skill and ability. The plan serves as an entrepreneur's road map on a journey toward building a successful business. It described the direction of the company is taking, what its goal are, where it's want the company to be, and how it's going to get there. They are many purposes of business plan as below:

- ✓ To give a chance to entrepreneur to view evaluate the business
- ✓ To make a research and evaluate whether the business are having profit or loss
- ✓ The venture capitalist, investor and banker in order to raise capital and obtain support for the venture
- ✓ As guidelines to routine management in the business
- ✓ To give management an opportunity for entrepreneur to assess, view an appreciate the business venture objectively, critically and practically
- ✓ To evaluate the project viability and growth potential

Hopefully this plan can be used to convinced the business achieve the target and gift a good profit.