



اَوْنِيْوَرَسِيْطِيْ تِيْكَنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
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FACULTY OF ACCOUNTANCY

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CULTURE D'SABAH RESTAURANT

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First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT 300 subject.

We, the group partner accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

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## 2.1 EXECUTIVE SUMMARY

### 2.1.1 Vision of Company

Culture D' Sabah Restaurant is about providing products and services for Malaysian includes tourist that come to Sabah. Our business located Suria Sabah shopping mall, 88000 Kota Kinabalu, Sabah.

### 2.1.2 Mission of Company

While there are many Malaysian restaurants everywhere, Culture D' Sabah only focus on Sabahan foods and it helps local supplier from remote village. Besides, Culture D' Sabah will slowly but surely gain market share as it provide Sabahan food to the Malaysian and tourist that in or just arrive in Sabah to get our first meal in the airport, and will creating long-term relationships with our customers.

Moreover, we are believed that we will successfully compete with our competition in a few years ahead. This is because after do some research; we do not have any competitors in the airport unless a restaurant that provides fast food. Culture D' Sabah an aim is to get the Malaysian and tourist to get taste our meal before or after they in or out from airplanes.

We, Culture D' Sabah, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed food to eat in their life. This is because without food, we cannot live.

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### 2.1.3 Factors in Selecting the Proposed Business

We choose this business because we believe in the future it will become our first high profit and our second future opportunities. Besides that, we can enjoy Malaysia and tourist from over the world is come over and enjoy our foods and services with reasonable price and we also have a deposit for our other customers and anything we will do for our customers.