



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)

SUBWAY

BUSINESS PLAN

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1.0 Executive Summary

1.1 Acknowledgement

The fundamentals of entrepreneurship is a part of our course subject is designed to equip students with the knowledge and exposure in the field of business and entrepreneurship as well as teaching student the necessary skills and abilities to face the challenges that lies in process of creating the business. This course will also provide the theoretical hardship which will be faced by businesses in a conceptual way which is crucial knowledge for entrepreneurs everywhere on how to face and solve them.

The nature of our business is Subway and it is located at Lower Ground Level, 1Borneo Hypermall, 88400, Kota Kinabalu, Sabah. The nature of our business is producing, packaging and selling submarine sandwiches (also known as Subways), salads and beverages to a wide selection of customers. Subway is a well-known fast food restaurant which originated in the United States of America which was founded on 28 August 1965. Subway has already reached the west Malaysian shores and we aim to bring the popular franchise here in Kota Kinabalu Sabah for the people of east Malaysia to enjoy.

We hope to be a part of the fast food world in Sabah and provide a healthy competition between the ever popular brands that have already set up their name here in Sabah thus upbrining the name of Sabah with an assortment of brands to look for. We also hope that our objectives and vision could be achieved with our teamwork effort and shared knowledge.



Subway Enterprise

1.1 Acknowledgement

86403 Kuantan Kinabalu, Sabah.

We would like to express our gratitude to all those who assisted us in the completion of our report. A special thanks to our entrepreneurship tutor, Mr. Marius Benedict who encouraged and helped us to go ahead with our research and gave us a lot of additional information related to our research topic.

For our group members and friends, we would like to thank you all for your support especially in terms of financial and time to complete this project paper successfully. Without the teamwork from our group members, this task could not have been completed on time.

We would like to thank our parents for supporting us all this while financially and morally throughout this report. Last but not least, we would like to thank God for giving us the inspiration and abilities to go on with our lives everyday and complete tasks. Thank you.

Submission of Business Plan for ENT300

As a group, I am the Subway company to submit our business report on the actual data as planned.

We had put a lot of effort and a series of continuous commitment to complete this business plan. We as a partnership member of Subway would like to send our gratitude and appreciation for all the help from you in the process of completing this business plan. We hope this would be our first step in becoming successful entrepreneurs in the future.