

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY/BUSINESS OPPORTUNITY/BUSINESS PLAN

## THE VIRTUAL GOURMET

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## 2. EXECUTIVE SUMMARY

The business nature of Virtual Gourmet is to come out with a rare kind of food which the idea we took especially from movies, games and cartoon alongside giving the best service to the customers. We love to serve people with our own product especially when it is very limited since there is no other F&B in our area that has the same concept as we provide. Our ideas came to provide services towards our customers on having their rare meal with our product.

Work with etiquette and manners is required in Virtual Gourmet as expressed in administrative objectives. Employees should deliver and ethical toward their employments. Administrative manager can educate other representatives in doing work. This manager must record everything that occur in and outside the organization that related with the organization other than helping general manager.

The systematic operational strategies such as planning, coordinating and controlling the resources and business operation, will help our business run effectively and smoothly. A good planning also helps to generate the maximum profit and guarantee the customer's satisfaction toward our high quality of products.

In order to succeed in this field, we need to expand our business in different ways. We use the concept that will be unique and original to the menu of getting the products and high demand will be needed to increase the number of customers depend on the different.



### 3. INTRODUCTION

The name of the company is VIRTUAL GOURMET, which illustrates menus of food from the virtual scene such as games, animated cartoon movies and etc. The idea of getting the name of this company is from the virtual concept itself which is closely related towards our ideas, mission, and vision on developing this business in the Food and Beverage (F&B) industry.

The business nature of Virtual Gourmet is to come out with a rare kind of food which the idea we took especially from movies, games and cartoon alongside giving the best service to the customers. We love to serve people with our own product especially when it is very limited since there is no other F&B in our area that has the same concept as we provide. Our ideas came to provide services towards our customers on having their rare meal with our product. The Virtual Gourmet is located near to the airport (KKIA) which the address is at *Kota Kinabalu, Sabah*. The reason of choosing this place as our business main location because there is highly demand of many shops, boutique and many other industries on getting their own company applications as well as restaurants and cafes.

All of the Virtual Gourmet's partners has agreed that our business will begin to operate on the 1st January 2019. Our target is to serve customers majority in our area with the utmost excellent service and best quality. According to research, people are eager to try something that is new or limited due to the "triggered" feelings over something. This is the reason why we choose this high revenues services as our proposed business.

In order to succeed in this market, we want to expand our business in different ways. We use the concept from virtual scene and brought it to life, ease of getting the product and high performances in services to increase the number of customer's demand towards our business.