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SANG BAYU KINABALU RESTAURANT BUSINESS PROPOSAL

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EXECUTIVE SUMMARY

Sang Bayu Kinabalu Restaurant is the restaurant which provide or serve the traditional foods Sabahan which is focus on three main races in Sabah namely Kadazandusun, Bajau and Bugis. This idea of business was establish only after we having a brainstorming and some observation among our group members. Before we came out with this idea of proposal, we already go for observation and some study about the development of tourism industry in Sabah. From this, we saw the opportunities that we can get from the development of tourism industries. This business proposal that we produce includes four areas which is administration plan, marketing plan, operational plan and financial plan.

In administration plan, we will start about the background of our business, background of our partners, the logo of *Sang Bayu Kinabalu Restaurant*, the mission and vision and many more. For the marketing plan, there will be having such thing like market size, target market, our competitor, market strategies and the most important things is our sales forecast. In operational plan, there will be include how we carry out our business, what are the equipment that we going to have, how many workers will be hired for this business, our business hour and many more.

At the end of every section, there will be a budget for every plan. This budget will be included in our financial structure. Financial plan is the most important part in business proposal because from this we can see either the business can give us profit or vice versa. On this financial plan, we will have our income statement balance sheet, implementation cost, our cash flow and many more.

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SANG BAYU KINABALU RESTAURANT PROPOSAL

Our target customer can be divided into two, which are local and peninsular people and foreigners. We put local and peninsular people as our target customer because of their higher possibility. Sometimes, they hard to find it or do not know how to make or cook it, by having this rest.

Our company, "*Sang Bayu Kinabalu Restaurant*" is a business that deals in Food Industry which concerned on retail industry. It comes as a growth of demand by the increasing in healthy, varies and delicious food from varies ethnics. The market of this product and services is different and modified to fulfil the satisfaction of our future customer.

The name of our company that we choose, which is "*Sang Bayu Kinabalu Restaurant*" is simple and can be counted as direct to the point. It is easy to understand and remembered because the term that we use to define our shop is common and will not cause confusion for the people when they interpret it.

We can simply said that our product is different from other similar kind of business, because we have our own creative product and service which is mostly based on healthy and varies food which comes in various ethnic in Sabah which is Kadazandusun, Bugis and Bajau.

Why are we daring to take the risk to involve in this kind of business? It is because, we believe that every opportunity lies in what we cannot see at present, but can be predicted well in the future. One of the most important aspects that drive us to select this kind of business is because we realize the demand to live a healthy life with high living standard in this modern day, is more vital to everyone. When the demand increased, people will search for good foods as well as adorable.

For this reason, the business will be located at Tanjung Aru Beach due to the development of economics in that particular area. There are several reasons for why we choose Tanjung Aru Beach in our business operating. Of course if we are serious to be involved in any business fields, we will find the best and profitable area to set our business. We also believe that through the efforts that are contributed by every partner in this business, we will achieve our stated objective, mission and vision.