



**UNIVERSITI TEKNOLOGI MARA
ENTREPRENEURSHIP (ETR 300)**

BBQ CHICKEN RESTAURANT



PREPARED BY:

MOHD AZAHARI HAMDAN	2005251066
NURULIZAH ABDULHARI	2005251098
NUR AVNI ABDULLAH	2005694549
NOR IDAYAH TUMAN	2005251107
NOR AFIZAH NUIN	2005694517

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Thank you.

1.1 EXECUTIVE SUMMARY.

1.1.1 BBQ Chicken

BBQ Chicken is a new medium-sized restaurant located in a new opening 1 Borneo megamall that strategically place near UMS, Sepanggar, Taman KingFisher, and Yayasan Sabah. It will be a new trademark in Sabah. BBQ Chicken emphasis will be on barbeque chicken that use 100% olive oil.

1.1.2 Services

BBQ Chicken offers a trendy, fun place to have great food in a social environment. Our cooking staff has been train to serve a delicious Barbeque chicken that have an originated recipes that successfully popular in Korea and satisfied customer. 22 top Researchers and advanced biotechnology is applied using 100% olive oil, used to provide the customers with a healthy and delicious menu. The restaurant industry is demand for healthy cuisine.

1.1.3 Customers

BBQ Chicken believes that the market can be segmented into four distinct groups that it aims to target. The first group is the people around Kota Kinabalu which number 900,000 people. The second group that will be targeted is young happy customers which are growing at an annual rate of 8% with 150,000 potential customers. The third group is rich hippies who naturally desire organic foods as well as ethnic cuisine. The last group which is particularly interested in the menu's healthy offerings is dieting women which number 350,000.