



اَوْنَبُوْ سَيِّدِيْ تَيَكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

ENT300: FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

DIPLOMA IN PUBLIC ADMINISTRATION

(AM110)

SIGNATURE TEMPURA

PREPARED BY:

SHARIFAH ALIA NATASYA WAN EDRUCE	2014853414
SYAHIDATUL AMINA BT KAMARULZAMAN	2014260138
SITI NURAINI BASHAR MOHAMMAD YUSUF	2014669202
NUR SUFIAKHOFI BT ZEKARIA	2014442586
CHRISTINE ALICIA ANAK DOLEN	2014819498

PREPARED FOR;

MDM NORAIIDA BINTI OMAR

SUBMISSION DATE:

TABLE OF CONTENT

PARTICULARS
Submission letter
Acknowledgement
Partnership agreement
Executive summary
Introduction to General Manager plan
❖ name of business ❖ address ❖ contact number ❖ logo ❖ business location ❖ vision ❖ mission ❖ goals ❖ objectives ❖ nature of business ❖ industry profile ❖ factors of selecting the business ❖ future prospect ❖ purpose of business plan ❖ company strategy ❖ name of Shareholders and Position ❖ capital contribution ❖ business background ❖ partnership background

SUBMISSION LETTER

ENT300 Student,
Diploma in Public Administration,
Universiti Teknologi MARA,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak

Puan Noraida Omar,
ENT300 Lecturer,
Universiti Teknologi MARA,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak

Puan,

SUBMISSION OF BUSINESS PLAN

As stated above, I, Sharifah Alia Natasya Wan Adruce as the General Manager as well as the representatives of my group, would like to submit our business plan for evaluation and further action.

2. We are very dedicated and motivated in completing this challenging task of setting up a business and all the requirement needs in order to set up a business. This task has given us such an opportunity to gain more knowledge of how to set up a business.

3. Thus, we hope our business plan will be evaluated corrected and we will take the comments and critics positively as a guide to improve our business plan.

Thank you.

Yours sincerely,

(SHARIFAH ALIA NATASYA WAN ADRUCE)
General Manager,
Signature Tempura

ACKNOWLEDGEMENT

We are grateful and thankful to Allah SWT, because the business plan of Signature Tempura can be completed in time. Without His blessings, we will not be able to complete this given task.

We would like to express gratitude to our Fundamental of Entrepreneurship (ENT300) lecturer, Madam Noraida bt Omar, for the endless support, guidance and the constructive comments and criticism, in preparing our business proposal. Not to forget the other lecturers of ENT300 for the continuous advices given to us to form a business plan, until the business plan becomes impeccable.

Also, we would like to give thanks to the related government agencies for all the help and cooperation by providing us useful information for this business. Credits to the hardworking managers of Signature Tempura, such as the General Manager, Financial Manager, Operational Manager, Administrative Manager and Marketing Manager for their contributions in the form of monetary as well as their ideas in completing this project. They also gave their full support and teamwork to accomplish this business proposal.

Lastly, we would like to extend our gratitude to our classmates for cooperating with us such as giving advices and retorting to our questions regarding on the business plan.

Thank you.

Signature Tempura



EXECUTIVE SUMMARY

Signature Tempura is a business venture which mainly serves variety of our own signature tempuras. Our company does not only serve the traditional seafood and assorted vegetable tempura, but also serves beef and chicken meat tempura. Essentially, *Signature Tempura* is a fusion of traditional Japanese with a touch of contemporary. Moreover, *Signature Tempura* is the first booth in Malaysia which provides only high quality Tempura, with lowest price. We provide high quality products and most importantly, we make sure that the products are Halal and can be consumed safely by everyone. The concept of *Signature Tempura* is unique because it beats the hassle of going to a Japanese Restaurant for a dish of tempura. Instead the customers can enjoy delightful yet healthy snack, with prompt service. Since the customers are always in demand for something new, it is an opportunity for us to start a business.

All the equipment and materials will be checked and re-checked to ensure the operations run smoothly and efficiently in terms of cost. This is to prevent or to minimize loss for the business. The purpose of this business which is to offer a variety of tempura such as seafood, vegetable and meat is to attract customers with cravings of new taste of tempuras. The tempuras are topped with mouthwatering toppings and flavors such as the classic Tentsuyu sauce, sea salt, grated cheddar cheese, mozzarella cheese, chili powder, tartar sauce or mayonnaise, wasabi sauce, hot sauce and mustard. The tempura can be purchased individually such as in a cup, or in a set together with rice and Udon soup.

The form of this business is Partnership, as agreed. It is a collaboration among the members to form a business. *Signature Tempura* consists of five members altogether and each member contributes certain amount of money as agreed in the agreement. The business will start operating on January 1st, 2016.