



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN**

FUNDAMENTAL OF ENREPRENEURSHIP (ENT 300)

ASGARD CATERING

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Executive Summary

Our company name is Asgard Catering. The business has been decided on the form of four partnerships. Each partner has contributed certain amount of capital as agreed in our agreement. Our main business activity is to provide the best original taste of local foods to the public in Cafeteria and Catering Services. We will open our Cafeteria at Matang Jaya, Kuching, Sarawak and hopefully will open by 7th January 2013.

All partners are encouraged and entitled to participate in all business management. We have agreed that **Abang Mohd Nashriq** is the General Manager and the Administration Manager. **Eric Abot** is the Operational Manager. **Aaron Moris** is the Marketing Manager and **Abang Mohd Azimuddin** is the Financial Manager.

The management team will be led by the General Manager and the other manager will help in other processes. The general manager is responsible in controlling, leading, organizing as well as plan the entire business. The administrative manager will be responsible in doing for all jobs relating to office administration. The marketing manager will be responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation of our business is controlled and monitored by the operation manager. This is where quality control and productivity will take place in order to improve the efficiency of the workers.

Finally, the financial manager will handle financial matters such as preparing for the budgets and financial statement for each department. All the financial statements need to be taken care properly by our Finance manager.

OBJECTIVES

- To introduce our services to the target market
- To ensure that we/our company can reach our goal in reducing losses and maximize company profit.
- To meet our customers' satisfactions and expectations.
- To achieve a 5 % market share.....

TARGET MARKET

- It is a group of people that have needs & wants that can be satisfied (customers from all ages).
- Our target market is at the Matang Jaya , Kuching whereby crowded of people every day.

MARKET SEGMENTATION

The main target in our company is customers from all ages, to identify our company target, we have divide and categorized it into market segmentation, and the segments are as below;

1. Geographic Segmentation

Geographic segmentation refers to dividing the market into different geographical units such as nations, states, regions, cities, neighborhoods and so on. Our company is located at Matang Jaya, Kuching . The place is strategic because it has it own an advantage which is;

- The location is a concentration of people whereby the area is surrounded by many shopping/complex malls.
- Rapid growth population

Market Shared after ASGARD CATERING Exist (CATERING)

No.	Company	Market Shared (%)	Per Year (RM)
1	Ratu Ayam Penyet	14	148,176
2	J & J	16	169,344
3	KET's Kitchen	26	275,184
4	PAPADOM	22	232,848
5	De' Manama	12	127,008
6	ASGARD CATERING	10	105,840
TOTAL		100	1,058,400

MARKET SHARE AFTER ASGARD CATERING EXIST

