



اَوْنِبُوْرَسِيْتِي تِي كِنُوْلُو كِي مَنَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

BUSINESS PELAN

YUMMY SUSHI ENTERPRISE

KBA111 5B

Prepared By:

| | |
|--|------------|
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Prepared For :

MOHD NAJMIE BIN OSMAN

Chapter 1 Introduction

1.1 Introduction of The Business

| | |
|--|---|
| Name of the business | : Yummy Sushi Enterprise |
| Nature of business | : Food & Beverages |
| Industry profile | : This business is established in partnership with the capital distribution from each of the partnership members. This business is focused on providing variety of sushi toppings with Malaysian flavours. In addition, this business also come up with additional dishes such as dim sum and udon soup |
| Business location | : 231, Jalan Lagenda 8, Taman Lagenda, 08000 Sungai Petani, Kedah. |
| Date of commencement | : 01 October 2020 |
| Factors in selecting the proposed business | : (i) Satisfying the needed of customer especially Japanese foods lover and provide something new to Japanese foods that already exist in market. (ii) Ease customer to order our products by exist the new method to order the sushi through drive thru. |
| Future prospects of the business | : (i) Open a chain of branch around Malaysian and become the picks top sushi restaurant in Malaysia (ii) Open a sushi kiosk at each RnR in Malaysia which we are intend to open in Perak as our first kiosk. |

1.2 Purpose of Business Plan

(i) As a guideline for managing the business

It is to ensure that activity in the business goes smoothly and aligned with the business goal, mission, vision, and our long term objective in the industry.

(ii) To manage the resources obtain effectively

It is to ensure that our business will become cost efficient in every task and avoid from any wastage of resources happen.

1.3 Business Background

Yummy Sushi Enterprise is established on 01 October 2020. This business is made as partnership with six members participant. This business is located at Lagenda Height in Sungai Petani. Yummy Sushi focused on providing sushi that different from the existing sushi in market. Our objective is to provide sushi according the preferred by Malaysian so that everyone without range of ages can try and taste it. This business also comes up with the drive thru to ease peoples to order it especially during peak hours such as lunch hours for working peoples.

| | |
|------------------------|---|
| Name of the business | : Yummy Sushi Enterprise |
| Business address | : 231, Jalan Lagenda 8, Taman Lagenda, 08000 Sungai Petani, Kedah. |
| Correspondence address | : 231, Jalan Lagenda 8, Taman Lagenda, 08000 Sungai Petani, Kedah. |
| Website address | : |
| Telephone number | : 0108690975 |
| Fax number | : |
| Form of business | : Partnership |
| Main activity | : Selling sushi |
| Date of commencement | : 01 October 2020 |
| Date of registration | : 01 September 2019 |
| Registration number | : |
| Name of bank | : |
| Bank account number | : |

1.4 Partners Background

1.4.1 General Manager



Name : Nur Afifah Binti Mohd Shukor
Identity Card Number : 990903075018
Permanent Address : 284, Lorong Ria 14/1, Taman Ria, 09400 Padang Serai, Kedah.
Correspondence Address : 395, Bagan Lebai Tahir, 13050 Butterworth, Pulau Pinang.
Email Address : 39nurafifah@gmail.com
Telephone Number : 0108690975
Date of Birth : 03 September 1999
Age : 20 years
Marital status : Single
Academic qualification : Diploma in Business Studies (Expected graduate 2020)
Course attended :
Skills : Leadership skill, Communication skill & Problem solving
Experience : Promoter at Amir's Gadget, Bandar Perda
Capital contribution : RM 2000

1.4.2 Administration Manager



Name : Nor Atikah Binti Aziz

Identity Card Number : 990107085178

Permanent Address : 1882, Jalan Mahsuri 2/F, Taman Mahsuri,
09400 Padang Serai, Kedah.

Correspondence Address : 1882, Jalan Mahsuri 2/F, Taman Mahsuri,
09400 Padang Serai, Kedah.

Email Address : noratikahaziz99@gmail.com

Telephone Number : 01129578622

Date of Birth : 07 January 1999

Age : 20 years

Marital status : Single

Academic qualification : Diploma in Business Studies (Expected graduate 2020)

Course attended :

Skills : Leadership skills & Microsoft office

Experience : No experience

Capital contribution : RM 2000

1.4.3 Marketing Manager



Name : Nurhidayati Binti Mohd Gazali

Identity Card Number : 990319075502

Permanent Address : 834, Bukit Minyak, 14000 Bukit Mertajam, Pulau Pinang

Correspondence Address : 834, Bukit Minyak, 14000 Bukit Mertajam, Pulau Pinang

Email Address : hidayatigazali99@gmail.com

Telephone Number : 0175428587

Date of Birth : 19 March 1999

Age : 20 years

Marital status : Single

Academic qualification : Diploma in Business Studies (Expected graduate 2020)

Course attended :

Skills : Leadership skill, Communication skill, Ability to deal with peoples & photographer

Experience : Promoter at Billion Kota Permai, Pulau Pinang & Sandwich artist at Subway Auto City, Juru, Pulau Pinang

Capital contribution : RM 2000

1.4.4 Production Manager



Name : Nur Aishah Binti Saad

Identity Card Number : 991121025192

Permanent Address : 1369, lorong 3/7 Taman Kempas,08000 Sungai Petani,Kedah

Correspondence Address : 1369, lorong 3/7 Taman Kempas,08000 Sungai Petani,Kedah

Email Address : aishahqowiy@gmail.com

Telephone Number : 0198358129

Date of Birth : 21 November 1999

Age : 20 years

Marital status : Single

Academic qualification : Diploma in Business Studies (Expected graduate 2020)

Course attended :

Skills : Leadership skill, Communication skill, Ability to deal with people & internet skill

Experience : Salesgirl and promoter at Boutique Adam in Tesco Extra Sungai Petani Selatan

Capital contribution : RM 2000

1.4.5 Financial Manager



Name : Nur Farah Nadia Binti Abdul Latiff
Identity Card Number : 990805025076
Permanent Address : 157B, Kampung Padang Kulim,09300 Kuala Ketil,Kedah
Correspondence Address : 157B, Kampung Padang Kulim,09300 Kuala Ketil,Kedah
Email Address : farahnadialatiff@gmail.com
Telephone Number : 0134962607
Date of Birth : 05 August 1999
Age : 20 years
Marital status : Single
Academic qualification : Diploma in Business Studies (Expected graduate 2020)
Course attended :
Skills : Communication and self-motivate skill
Experience : Promoter at Mira Edora Enterprise in Kuala Ketil
Capital contribution : RM 2000

1.4.5 Chief Chef Manager



Name : Nur Azfazlyatul Nasywa Binti Abdul Wahab
 Identity Card Number : 990507027284
 Permanent Address : Kg Bukit Batu Lintang, Jalan Cerok Beras,
 09300 Kuala Ketil, Kedah.
 Correspondence Address : Kg Bukit Batu Lintang, Jalan Cerok Beras,
 09300 Kuala Ketil, Kedah.
 Email Address : azleyanasywa@gamil.com
 Telephone Number : 0195060650
 Date of Birth : 07 May 1999
 Age : 20 years
 Marital status : Single
 Academic qualification : Diploma in Business Studies (Expected graduate 2020)
 Course attended :
 Skills : Communication skill and Leadership skill
 Experience : Cashier and promoter at Edaran Mutiara Sdn. Bhd.
 In Kuala Ketil and Operator at Class A Industrial (M)
 Sdn. Bhd. In Batu Kawan
 Capital contribution : RM 2000

1.5 Business Location

1.5.1 Factors influencing choice of business location

Factors that contribute the choice of Lagenda Height are:

- Availability of manpower

This is because Lagenda Height is the area that full of residents around it. This can ease the company to seek for manpower to work at the restaurant. Furthermore, the company did not have to provide the house for the workers because they stay nearby at the restaurant and they may be available to work overtime.

- Distance from customers

Lagenda Height is the strategic places because it located in front of the main road so that peoples can easily notice the restaurant. Moreover, around that location it does not have any sushi restaurant so it can less the competitive.

- Basic amenities

Because of Lagenda Height is located near the residential areas, the basic amenities such as electrical and water is complete and did not have any problems. This is important because our restaurant is operated based on food and if problems occurs such as shortage of water and electric, our restaurant cannot be operated as usual.

1.5.2 Office location

(a) Physical location



Our restaurant located at 231, Jalan Lagenda 8, Taman Lagenda, 08000 Sungai Petani, Kedah. We choose this location because it is adjacent to the main road and that location become attraction for peoples around it.

(b) Building



Our restaurant will be operated at the ground floor of this building and our company will be operated at the second floor. Because of our restaurant provide drive thru for our customers to ease the peoples to buy it, we provide drive thru at the back of the restaurant. Furthermore, the size of the restaurant is suitable to fit our structure and design that we decided for our restaurant.

Chapter 2: Organizational Pelan

2.1 Introduction to The Organization

2.1.1 Our vision

Our vision is to become a leading sushi restaurant with addition drive-thru restaurant in Malaysia and to establish one-stop sushi restaurant in Malaysia 2029.

2.1.2 Our mission

1. To establish a sushi restaurant that will make available well-prepared sushi and other food and drinks at affordable prices to people.
2. Intend to open chains of sushi restaurant.

2.1.3 Objectives

1. We want to offer variety choices of sushi to be one of Malaysian choice.
2. To make sure Malaysian did not hesitate to try our sushi as it surely halal foods.
3. To gain profit return each year as expected target.
4. Making it easy for people to get our sushi through drive-thru.

2.1.4 Logo & Description

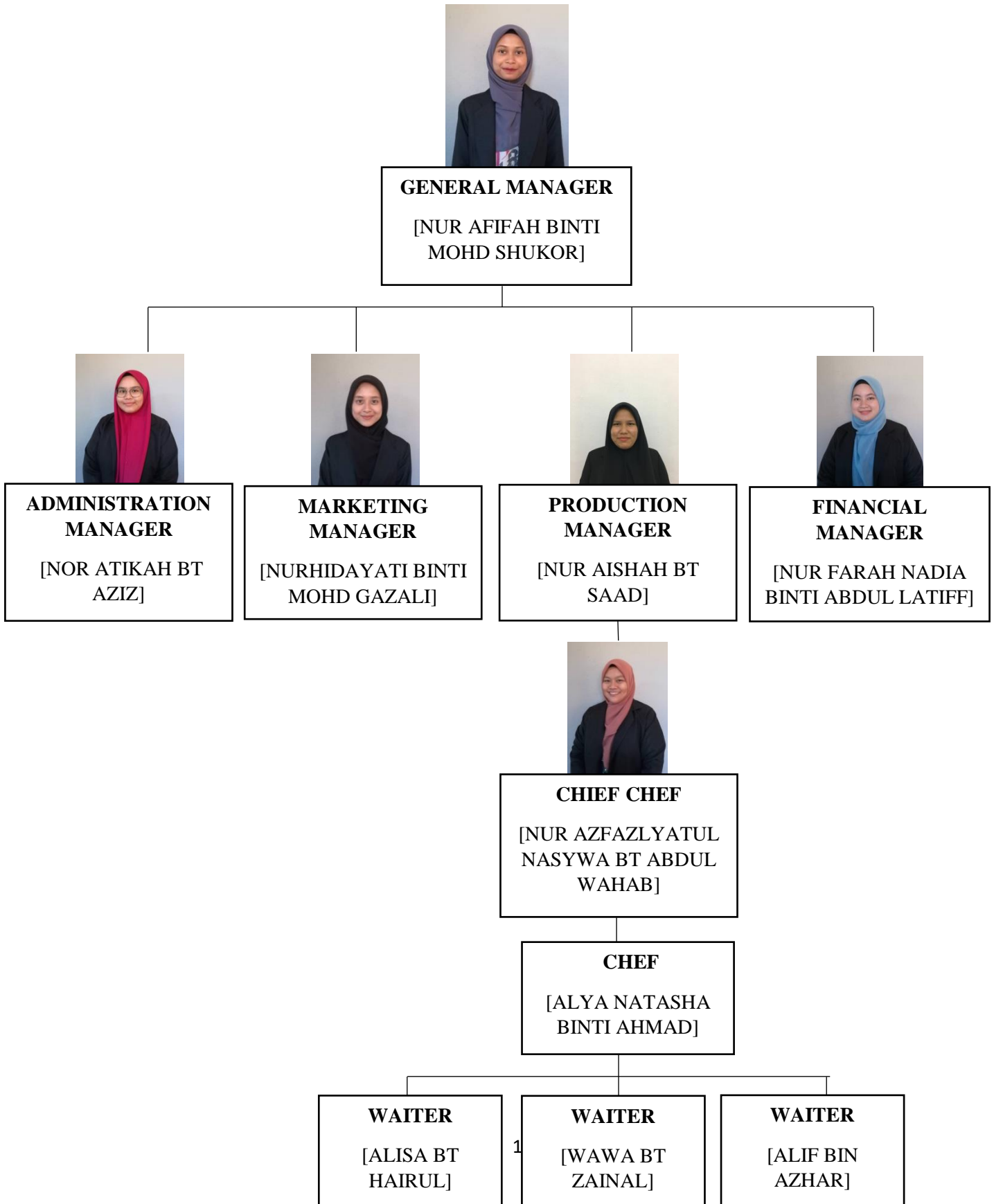


1. YM: short form of Yummy to make people easily recognized our brand.
2. Red White colour symbolize for Japanese Flag.
3. 6 sushi represent the number of partnership in this company.
4. Blue chopstick is the way we prefer to eat our sushi.
5. Background of the logo represents the classic theme of our restaurant

2.2 Organizational Structure

An organization chart will show how a business is structured according to the departments or positions in the business.

Figure 2.1 : Organizational Chart of Yummy Sushi Enterprise



2.3 Administrative Manpower Planning

Table 2.1 : Position and Number of Personnel

| Position | Number of Personnel |
|-------------------------------|----------------------------|
| General Manager | 1 |
| Administration Manager | 1 |
| Chief Chef Manager | 1 |
| Marketing Manager | 1 |
| Production Manager | 1 |
| Financial Manager | 1 |
| Chef | 1 |
| Waiter | 3 |
| TOTAL | 10 |

2.4 Schedule of Tasks & Responsibilities

Table 2.2 Schedule of Tasks & Responsibilities

| | |
|-------------------------------|---|
| General Manager | <ol style="list-style-type: none"> 1. To plan, implement and control the overall management of the business. 2. To plan and monitor the strategic progress of the business. |
| Administration Manager | <ol style="list-style-type: none"> 1. Create budget plan. 2. Handle the company documentation and filing. |
| Chief Chef Manager | <ol style="list-style-type: none"> 1. Overall responsibility for the kitchen’s daily operations. 2. Creating new dishes and menus. 3. Implementation of health and safety procedures in the kitchen. |
| Marketing Manager | <ol style="list-style-type: none"> 1. Communicating the marketing plan. 2. Developing and managing advertising campaigns. 3. Evaluating and maintaining a marketing strategy. |
| Production Manager | <ol style="list-style-type: none"> 1. Selecting, ordering and purchasing materials. 2. Planning and organising production schedules. 3. Overseeing production processes. |
| Financial Manager | <ol style="list-style-type: none"> 1. Overseeing the flow of cash and financial instruments. |

| | |
|---------------|---|
| | <ol style="list-style-type: none"> 2. Responsible for the financial health of an organization. 3. Controlling income, cash flow and expenditure. |
| Waiter | <ol style="list-style-type: none"> 1. Taking customer orders and delivering food and beverages. 2. Present menu and provide detailed information when asked. 3. Prepare tables by setting up linens, silverware and glasses. |
| Chef | <ol style="list-style-type: none"> 1. Monitoring and controlling stock levels. 2. Cooking and trains the entire staff. 3. Managing customer relations |

2.5 Schedule of Remuneration

Table 2.3 Schedule of Remuneration

| Position | No | Monthly Salary (RM) | EPF Contribution (RM) | SOCSSO Contribution (RM) | Total (RM) |
|------------------------|-----------|----------------------------|------------------------------|---------------------------------|-------------------|
| General Manager | 1 | 2200 | 286 | 37.65 | 2523.65 |
| Administration Manager | 1 | 2100 | 273 | 35.85 | 2408.85 |
| Chief Chef Manager | 1 | 2100 | 273 | 35.85 | 2408.85 |
| Marketing Manager | 1 | 2100 | 273 | 35.85 | 2408.85 |
| Production Manager | 1 | 2100 | 273 | 35.85 | 2408.85 |
| Financial Manager | 1 | 2100 | 273 | 35.85 | 2408.85 |
| Waiter | 3 | 3600 | 468 | 60.45 | 4128.45 |
| Chef Food | 1 | 1200 | 156 | 20.15 | 1376.15 |
| Total | 10 | 17500 | 2275 | 297.50 | 20072.50 |

2.6 Compensation and Benefits

1. Salary, EPF and SOCSO

The basic salaries for our workers are RM1200.00/month. EPF is 12% and SOCSO is 1.75% .

2. Maternity Leave, Paternity Leave

We give maternity leave 60 days/year and 15 days/year of paternity leave for all the managers and workers.

3. Bonus

The bonus given to the workers is 6% of their wages based on their performance.

4. Annual Leave

30 days/year of annual leave were given to the workers if they need an additional leave.

5. Working Days

We operate 6 days/ week that is form Saturday to Thursday and we closed on Friday.

6. Emergency leave

12 days/year emergency leave were given if they involve in accident or anything else that cannot be avoid.

2.7 List of Office Furniture & Fittings

Table 2.4 List of Office Furniture & Fittings

| Item | Quantity | Price/Unit (RM) | Total Cost (RM) |
|------------------------|-----------------|------------------------|------------------------|
| Table | 10 | 150 | 1500 |
| File Cabinet | 4 | 200 | 800 |
| Air Conditioner | 2 | 2500 | 5000 |
| Syiling fan | 4 | 150 | 600 |
| Lamp | 12 | 15 | 180 |
| Chair | 6 | 50 | 300 |
| Sofa (set) | 1 | 1500 | 1500 |
| CCTV | 1 | 200 | 200 |
| TOTAL | | | 10080 |

2.8 List of Office Equipment

| Item | Quantity | Price/Unit (RM) | Total Cost (RM) |
|--------------------------------------|-----------------|------------------------|------------------------|
| Computer | 5 | 2000 | 10000 |
| Fax Machine | 2 | 1000 | 2000 |
| Telephone | 2 | 60 | 120 |
| Photostat Machine | 1 | 2000 | 2000 |
| Punch Card (Finger Print) | 1 | 130 | 130 |
| WIFI Modem | 2 | 120 | 240 |
| Printer | 1 | 300 | 300 |
| TOTAL | | | 14790 |

2.9 Administrative Budget

| Particulars | Fixed Assets Expenses (RM) | Monthly Expenses (RM) | Other Expenses (RM) | Total (RM) |
|--|---|--------------------------------------|------------------------------------|-----------------------|
| <i>Fixed Assets</i> | | | | |
| Office Furniture and fittings | 10080 | | | 10080 |
| Office Equipment | 14790 | | | 14790 |
| Premises Renovation | 3000 | | | 3000 |
| Vehicle (office use only) | 5000 | | | 5000 |
| <i>Working Capital</i> | | | | |
| Remuneration | | 20072.50 | | 20072.50 |
| Utilities | | 500 | | 500 |
| Premises Rental | | 800 | | 800 |
| Travelling expenses | | 300 | | 300 |
| Stationaries | | 300 | | 300 |
| <i>Other Expenditure</i> | | | | |
| Course attended | | | - | - |
| Medical allowances | | | - | - |
| <i>Pre-Operations</i> | | | | |
| Business Registration & Licences | | | 210 | 210 |
| Insurance & Road Tax for Motor Vehicle | | | 500 | 500 |
| Other Pre-Operations Expenditure | | | - | - |
| Total | 32870 | 21972.50 | 710 | 55552.50 |

Chapter 3 Marketing Plan

3.1 Introduction to marketing

Marketing is the process which the company try to understand the needs and wants of their customers and find the best way to produce products or services based on demand from customers. Marketing department is important for every company. This is because this department know well what products or services that suit to their customers. Marketing department can provide advertising, promoting the product or services and other thing related to marketing. If there is no marketing department, it will be more difficult in promoting product and also affect their product produce to customers. This is because they are lack of knowledge about marketing. One of the function of marketing department in Yummy Sushi Enterprise is we want to achieve targeted profit as well as fulfil needs and wants of our customers. We will promote or sushi by using variety of way such as advertising, mass media and others.

3.1.1 Marketing Objectives

Marketing objectives support the achievement of a business mission and vision.

- 1) To produce and display sushi in a hygienic environment
- 2) To maintain a high standard of our sushi brand
- 3) To make our brand name well known in Malaysia
- 4) To ensure our customer attract and remain loyal to purchase our sushi
- 5) To come out with special Malay flavours to suit the taste of Malaysian



Diversification- Yummy Sushi Enterprise is a new company which produce new product to new market. Yummy Sushi Enterprise produces halal sushi in Sungai Petani. Muslim people can come and enjoy our sushi without any hesitate. Yummy Sushi Enterprise provide drive-thru to ease people to buy the foods that they want. Yummy Sushi Enterprise also provides variety of sushi such as aburi teriyaki chicken, salmon mayo, inari, egg mayo and others. Since Sungai Petani has a lot of people who like to eat fast food such as sushi, so Yummy Sushi Enterprise can be sustain in the market. Also, the price is cheap and affordable to people as well as students or teenagers. People from low income and middle income also can enjoy the foods.

3.2 Introduction to product or service

The proposed product/service : Japanese foods with drive-thru
 Brand : Yummy Sushi
 Selling price : RM1- RM20
 Product/Service features :

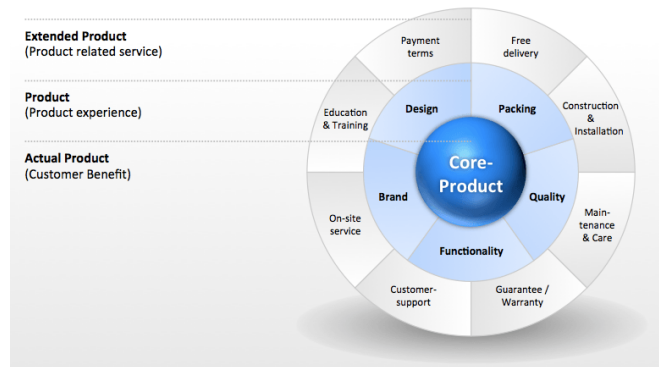


Product/Service benefits : Diversify food sold in Malaysia, to enjoy seafood especially in fresh and original taste, good for health especially for people who are in diet.

Product/Service uniqueness : Self-service machine, application, delivery and drive-thru

List of product or service (if appropriate) :

| MENU | PRICE (RM) |
|------------------------------|------------|
| Spicy anchovies sushi | 1.50 |
| Chicken rendang sushi | 1.50 |
| Inari | 1.00 |
| Chuka Iidako | 2.00 |
| Egg mayo | 1.00 |
| Golden ball | 2.00 |
| Set bento chicken | 13.00 |
| Pepsi, marinda, mountain dew | 3.00 |



CORE PRODUCT

Core product is a concept which describes the utility that a consumer defines by using the product. It becomes the main need either customer satisfies with the product made or not. It has three level of product which is customer benefit, product experience and product related service.

Yummy Sushi Enterprise produce food which is sushi with the aim to fulfil customer's want and need. We serve sushi by focusing that our food can make our customer eat and feel full before they go out from our restaurant. It is important because mostly people come to eat with the main reason to fill their tummy. When their tummy already full, they will feel happy.

Next, we also rely heavily in our quality of food. Every raw material use must come fresh to be serve to the customer. This is why we locate our business near with our supplier since we use almost perishable raw materials. If the raw materials use is not fresh, customer will refuse and try to avoid our restaurant. Also, it makes all customers lost their appetite when they see the sushi without fresh raw material such as vegetables.

Next, the taste of food is very important to our business. If our sushi tastes bad, people will not come to our restaurant. People usually come and keep coming to the restaurant because of the taste of food which suitable for them, so Yummy Sushi provide Malay flavour to Malaysian to meet customer's need and want.

Last but not least, the price of good also attract customer to eat in our restaurant. We provide lowest price from only RM 1.00. People do not need to think about the price since they can enjoy sushi with affordable price and it worth to them. It really suit for student who want to eat sushi but at the same time they need to keep their money.

Lastly, Yummy Sushi Enterprise also provides drive-thru to our customer. They can only choose which one they want to order from their car. This is easy for people especially who are running out of time to do their work since drive-thru is more faster than walk in into the restaurant. People feel attract with our restaurant because it is easy for them to buy our sushi.

3.3 Market area and business location

3.3.1 Factors influencing choice of business location

Factors that contribute the choice of Lagenda Height are:

- Availability of manpower

This is because Lagenda Height is the area that full of residents around it. This can ease the company to seek for manpower to work at the restaurant. Furthermore, the company did not have to provide the house for the workers because they stay nearby at the restaurant and they may be available to work overtime.

- Distance from customers

Lagenda Height is the strategic places because it located in front of the main road so that peoples can easily notice the restaurant. Moreover, around that location it does not have any sushi restaurant so it can less the competitive.

- Basic amenities

Because of Lagenda Height is located near the residential areas, the basic amenities such as electrical and water is complete and did not have any problems. This is important because our restaurant is operated based on food and if problems occurs such as shortage of water and electric, our restaurant cannot be operated as usual.

(a) Physical location



Our restaurant located at 231, Jalan Lagenda 8, Taman Lagenda, 08000 Sungai Petani, Kedah. We choose this location because it is adjacent to the main road and that location become attraction for peoples around it.

(b) Building



Our restaurant will be operated at the ground floor of this building and our company will be operated at the second floor. Because of our restaurant provide drive thru for our customers to ease the peoples to buy it, we provide drive thru at the back of the restaurant. Furthermore, the size of the restaurant is suitable to fit our structure and design that we decided for our restaurant.

3.4 Information collection and data of customers

The business has to compile as much information and data as possible of the customers in the market area selected. Information can be based on personal details and attributes of the population in that area, their lifestyle and any psychological factors that may influence buying habits.

| Variables | Description | Frequency | Percent (%) |
|--|--------------------|-----------|-------------|
| Household size | 2 | 16 | 22.5 |
| | 3 | 7 | 9.9 |
| | 4 | 8 | 11.3 |
| | 5 and above | 40 | 56.3 |
| Gender | Male | 18 | 25 |
| | Female | 54 | 75 |
| Age | Below 20 | 47 | 65.3 |
| | 21-30 | 20 | 27.8 |
| | 31-40 | 2 | 3.45 |
| | 41-above | 3 | 3.45 |
| Race | Malay | 60 | 83.3 |
| | Chinese | 9 | 12.5 |
| | India | 3 | 4.2 |
| Status | Single | 63 | 87.5 |
| | Married | 9 | 12.5 |
| Occupation | Government | 7 | 9.7 |
| | Private | 12 | 16.7 |
| | Student | 53 | 73.6 |
| How often do you spent your time to buy sushi? | Everyday | 1 | 1.3 |
| | Once in a week | 8 | 11.3 |
| | Once in month | 55 | 76.1 |
| | Few days in a week | 8 | 11.3 |
| Average range of price per serve | RM1 – RM3 | 31 | 43.7 |
| | RM4 – RM6 | 19 | 26.8 |
| | RM7 – RM10 | 7 | 9.9 |
| | RM10 - above | 14 | 19.7 |

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| | | | |
|---|-------------------|----|------|
| How much do you willing to spend your money to buy sushi? | RM1 – RM10 | 29 | 40.8 |
| | RM11 – RM11 | 21 | 29.6 |
| | RM21 – RM30 | 9 | 12.7 |
| | RM31 - above | 13 | 16.9 |
| What do you think about drive-thru sushi? | Agree | 56 | 77.5 |
| | Disagree | 14 | 19.7 |
| | Neutral | 2 | 2.8 |
| Did drive-thru sushi benefit to you? | Strongly agree | 30 | 41.4 |
| | Agree | 40 | 55.7 |
| | Disagree | 1 | 1.45 |
| | Strongly disagree | 1 | 1.45 |
| What method do you prefer to order sushi? | Drive-thru | 23 | 32.4 |
| | Service machine | 14 | 19.7 |
| | Take away | 10 | 14.1 |
| | Dine-in | 8 | 11.3 |
| | All of the above | 28 | 39.4 |
| Are you interest if decide to open Yummy Sushi at RnR? | Yes | 65 | 90.1 |
| | No | 1 | 1.4 |
| | Maybe | 6 | 8.5 |

3.5 Market Segmentation

Market segmentation is the process of dividing a market into categories of consumer types or segments using different variable with respects to geographic variable such as

1. Demographic

We divided our customers into age, income and occupation. Yummy Sushi main focus is on customers at the age of 10 to 40 years old. Below 10 and more than 40 years old also can eat but it will not calculate. Furthermore, our company also focus on income of household. We provide food that suitable for low and middle income. This is because some of our sushi only cost RM1.00. It is very cheap and can be afford for both income level. Moreover, we also look onto occupation since the price is not expensive. We are focus in selling our sushi for students and employees. This is because occupation also reflects what they will eat. As student, we all know that they are struggling to minimize their expenses. However, they can fulfil their wants by choosing our sushi.

2. Psychographic

We also focus on our customer's lifestyle. Nowadays, many people love to eat fast food rather than traditional food. This is because fast food is easy to get. Everywhere they go, there will have fast food. Fast food becomes one of the main foods for people, especially teenagers. Not only that, other people who have busy life also choose fast food as their daily food to eat.

3.6 Target Market

Target market is a particular group of consumers which every business aimed to produce their product and service to. Yummy Sushi target market is age, income, occupation, location and life style. Our business focuses to the customer at the age from 10 years old to 40 years old. This does not mean people at the age of below 10 and above 40 cannot eat our sushi. They also can eat but it will not be calculate in our business because our target market is only between 10 years old to 40 years old. Next, we target people from low and middle income level. This is because we provide sushi from the lowest price which is RM1. People can enjoy their food in affordable price. Next, we focus on students and employees. This is because students usually want to keep their money by only buy food with cheapest price, so they can enjoy our sushi as well as keep the balance of their money. Furthermore, we located our business in Sungai Petani since it is a huge town and have large population. The population in Sungai Petani being estimates of 300000 people. Lastly, Yummy Sushi focuses on life style of people. This is because sushi is a fast food and people nowadays like to eat fast food because it is easy to get and some of that are cheap. This is the reason we target on life style.

3.7 Market Size

Market size is the total potential purchase that is expected from the target market

The potential purchase **includes** purchases of the competitor’s product within the same market.

Table 3.1 Market Size

| Market Segment | Population | Target Market (%) | Target Market |
|------------------|------------|-------------------|---------------|
| Age | 120000 | 50 | 60000 |
| Income | 110000 | 20 | 22000 |
| Lifestyle | 70000 | 30 | 21000 |

Table 3.2 Market Size in RM



| Market Segment | Target Market | Potential Purchase (RM) | Total Potential Purchase Monthly (RM) |
|------------------|---------------|----------------------------|--|
| Age | 60000 | 30/month | 30x 60000 = 180000 |
| Income | 22000 | 80/month | RM80 x 22000 = 1,760,000 |
| Lifestyle | 21000 | 20/week | (RM20 x 4 weeks) x 21000 = 1,680,000 |
| TOTAL | | | 3,620,000 |

Market size per year = RM 43,440,000

3.8 Competitors

3.8.1 Strength – Weakness Analysis of Competitors

Table 3.3 Competitor’s Strengths & Weaknesses

| Competitor | Strengths | Weaknesses |
|---|---|--|
| <p>Competitor 1 Sushi King</p>  | <p>1. Well known Sushi King is known around Malaysia because it has more than one hundred outlet.</p> <p>2. Provide variety types of sushi It provides more than 10 types of sushi in their restaurant.</p> <p>3. Provide fine dining Customers can enjoy their food in the restaurant.</p> | <p>1. Expensive price Price provide to the customers is higher than the other competitor</p> <p>2. Doubtful for Muslim customers. The environment of the restaurants make Muslim people feels doubt to try the food.</p> |
| <p>Competitor 2 Empire Sushi</p>  | <p>1. Well known Empire Sushi is known around Malaysia.</p> <p>2. Have many branches. Empire Sushi opens many branches around Malaysia to ease their customers to buy at anywhere.</p> | <p>1. Only has kiosk to take away Customers cannot enjoy their food in the restaurant since Empire Sushi only provides their food to take away.</p> |
| <p>Yummy Sushi Enterprise</p>  | <p>1. Provide lower price Price range of our product is between RM1-RM20</p> <p>2. Provide sushi with Malaysian taste Eg. Sushi with toping rendang.</p> | <p>1. Only have one restaurant Our restaurant only located in Sungai petani.</p> |

3.8.2 Analysis of “Yummy Sushi Enterprise” Opportunities & Threats

Table 3.4 “Yummy Sushi Enterprise” Opportunities & Threats

| Opportunities | Threats |
|--|--|
| <p>1. Provide job opportunity. Our business provide job for people around our place. It will reduce unemployed people in that area.</p> | <p>1. Many competitors. Our business location has many competitors that will be threats to our company. Our competitors are famous and well-known make challenges to our company.</p> |
| <p>2. Provide affordable price. Our business provide affordable price for customers from any level of income. Customers from low income can also buy and taste our product.</p> | <p>2. Price of raw materials keeps increase. Price of raw materials keeps increase make challenges to our company to maintain low price. We must spend high cost to buy raw materials. We also may increase the price to maintain our profit.</p> |
| <p>3. Increase the technology We provide technology such drive thru at sushi restaurant that can help people to save their time to buy food.</p> | <p>3. Weather condition. Weather condition will effect to our raw material. If weather drought, it will make our raw material such as vegetables is not fresh and unhealthy</p> |

3.9 Market Share




Market share refers to the portion of how much of the market that the business can capture or control after taking into consideration the market size and the competitor’s position in the same market.

3.9.1 Market share before entry of “Yummy Sushi Enterprise”

Table 3.5 Market share before entrance

3.9.2 Market share after entry of “Yummy Sushi Enterprise”

Table 3.6 Market share after entrance

| Competitors | Market Share (%) | Loss of Market Share (%) | New Market Share (%) | Market Share/Yearly (RM) |
|---|------------------|--------------------------|----------------------|--------------------------|
| Sushi King  | 60 | 6 | 54 | 23,457,600 |
| Empire Sushi  | 40 | 4 | 36 | 15,638,400 |
| Yummy Sushi Enterprise  | - | - | 10 | 4,344,000 |
| TOTAL | 100 | 10 | 100 | RM 43,440,000 |

3.10 Sales Forecast

Sales forecast is computed monthly for the first year and annually for the second and third year.

Table 3.7 Sales forecast for three consecutive years

| Sales Projection / Forecast | | |
|------------------------------------|--------------------------------|-------------------------|
| Year | Month | Sales Collection |
| 2020 | 10 | 306,000 |
| | 11 | 307,000 |
| | 12 | 500,000 |
| | 1 | 316,000 |
| | 2 | 316,000 |
| | 3 | 500,000 |
| | 4 | 316,000 |
| | 5 | 316,000 |
| | 6 | 500,000 |
| | 7 | 316,000 |
| | 8 | 325,000 |
| | 9 | 326,000 |
| 2021 | Total Year 1 | 4,344,000 |
| 2022 | Total Year 2 (Increase by 5%) | 4,561,200 |
| 2023 | Total Year 3 (Increase by 10%) | 5,017,320 |

Table 3.8 Cash Collection for Sales

| Cash Collections for Sales | |
|-----------------------------------|-------------|
| In the month of sale | 100% |
| 1 month after sale | - |
| 2 months after sale | - |
| TOTAL | 100% |

3.11 Marketing Strategy

Marketing strategy is the important process to our company to achieve the marketing objective. It gives the information about the customer needs and wants and the target market. There are four elements which known as 4P's of the marketing that are product, price, place, and promotion. This element provides is important to fulfil customer's satisfaction.

3.11.1 Product or service strategy

Yummy Sushi Enterprise has product mix composed mainly of food and beverage product. The product mix of Yummy Sushi Enterprise has to follow main product lines:

1. Sushi
2. Sashimi
3. Package box
4. Drink

- Brand- Brand is a name, term, design, symbol or any feature that identifies one business of goods or service with other business. Our brand name is Yummy Sushi.
- Quality (Design, Packaging, Protection, Ease of Use) - Yummy Sushi Enterprise provides tray with clear lids. It can prevent their sushi from fall down during either take away or drive-thru.

3.11.2 Price Strategy

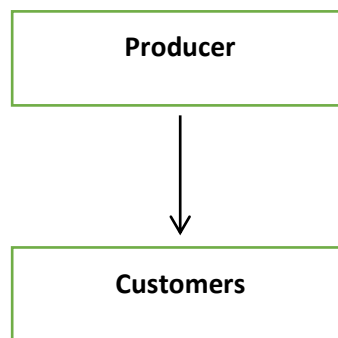
- Bundle pricing strategy

Pricing strategy refers to the method that the companies use to price their products or services. Our business aim to give reasonable price but it can maximize profit. Yummy Sushi Enterprise use bundle pricing strategy and psychological pricing strategy as our pricing strategies. In bundle pricing strategy, we provide a few sushi and a water with discounted price. If they buy sushi and water separately, the price becomes a bit higher than the bundle.

- Psychological pricing strategy

In psychological pricing strategy, Yummy Sushi Enterprise offer prices that can make people feel it is cheap. Like example, for set A is RM 9.99 rather than put the price of RM 10.00 by rounding off the price. Customer feels it is more expensive since the cost achieves RM10.

3.11.3 Distribution Strategy



Yummy Sushi Enterprise uses strategy which it is directly from producer to customer. This is because we provide food to customer and it cannot take longer time because it contains perishable goods such as vegetables, rice and others.

3.11.4 Promotion Strategy

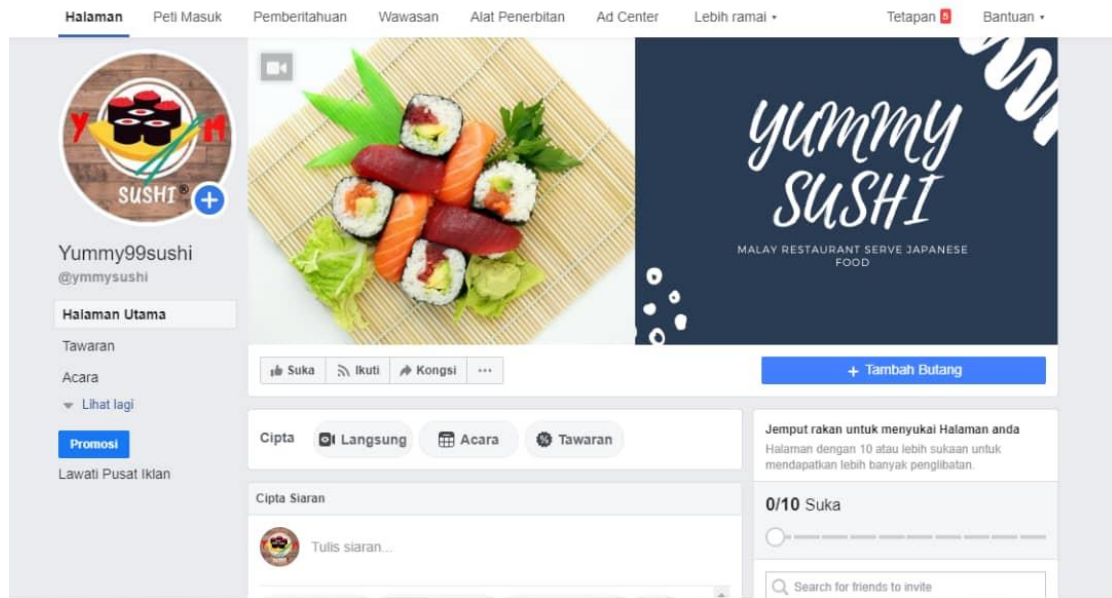
- Advertising (flyer and banner)



- Sales promotion



- Social media (Facebook and Instagram)



3.12 Marketing Personnel**3.13 Schedule of Tasks and Responsibilities****Table 3.10 Schedule of Tasks and Responsibilities**

| Position | Tasks & Responsibilities |
|-----------------|-------------------------------------|
| | |
| | |

3.14 Schedule of Remuneration

The remuneration schedule that list the salary and wage structure for each position. Additionally, it should include the contribution that a company has to allocate to different provident funds like Employees Provident Fund (EPF) based on the rate stipulated in the Third Schedule of the EPF Act 1991 (www.kwsp.gov.my) and Social Security Organization (SOCSO) contribution to be paid is based on the SOCSO Contribution Schedule (www.perkeso.gov.my).

Table 3.11 Schedule of Remuneration

| Position | No | Monthly Salary (RM) | EPF Contribution (RM) | SOCSO Contribution (RM) | Total (RM) |
|-------------------------|-----------|----------------------------|------------------------------|--------------------------------|-------------------|
| Sales Assistance | - | - | - | - | - |
| TOTAL | - | XX | XX | XX | XXX |

3.15 List of Furniture and Fittings**Table 3.12 Table of Furniture and Fittings**

| Item | Quantity | Price/Unit (RM) | Total Cost (RM) |
|---------------------|-----------------|------------------------|------------------------|
| File Cabinet | 1 | 200 | 200 |
| TOTAL | | | 200 |

3.16 List of Office Equipment

Table 3.13 Table of Office Equipment

| Item | Quantity | Price/Unit (RM) | Total Cost (RM) |
|--------------|----------|-----------------|-----------------|
| Computer | 1 | 2000 | 2000 |
| Printer | 1 | 500 | 500 |
| Telephone | 1 | 60 | 60 |
| TOTAL | | | 2560 |

3.17 Marketing Budget

| Particulars | Fixed | | | Total (RM) |
|--|----------------------------|-----------------------------|---------------------------|---------------|
| | Assets Expenses (RM) | Monthly Expenses (RM) | Other Expenses (RM) | |
| Fixed Assets | | | | |
| Signboard | 1800 | | | 1800 |
| Motor Vehicle | - | | | - |
| Office Furniture and fittings | 200 | | | 200 |
| Office Equipment | 2560 | | | 2560 |
| | | | | |
| Working Capital | | | | |
| Remuneration | | - | | - |
| Travelling expenses | | 300 | | 300 |
| Stationaries | | 200 | | 200 |
| Other Expenditure | | | | |
| Flyer | | | 300 | 300 |
| Pre-Operations | | | | |
| Deposit (rent, utilities, etc.) | | | - | - |
| Business Registration & Licences | | | - | - |
| Insurance & Road Tax for Motor Vehicle | | | - | - |
| Other Pre-Operations Expenditure | | | - | - |
| Total | 4560 | 500 | 300 | 5360 |

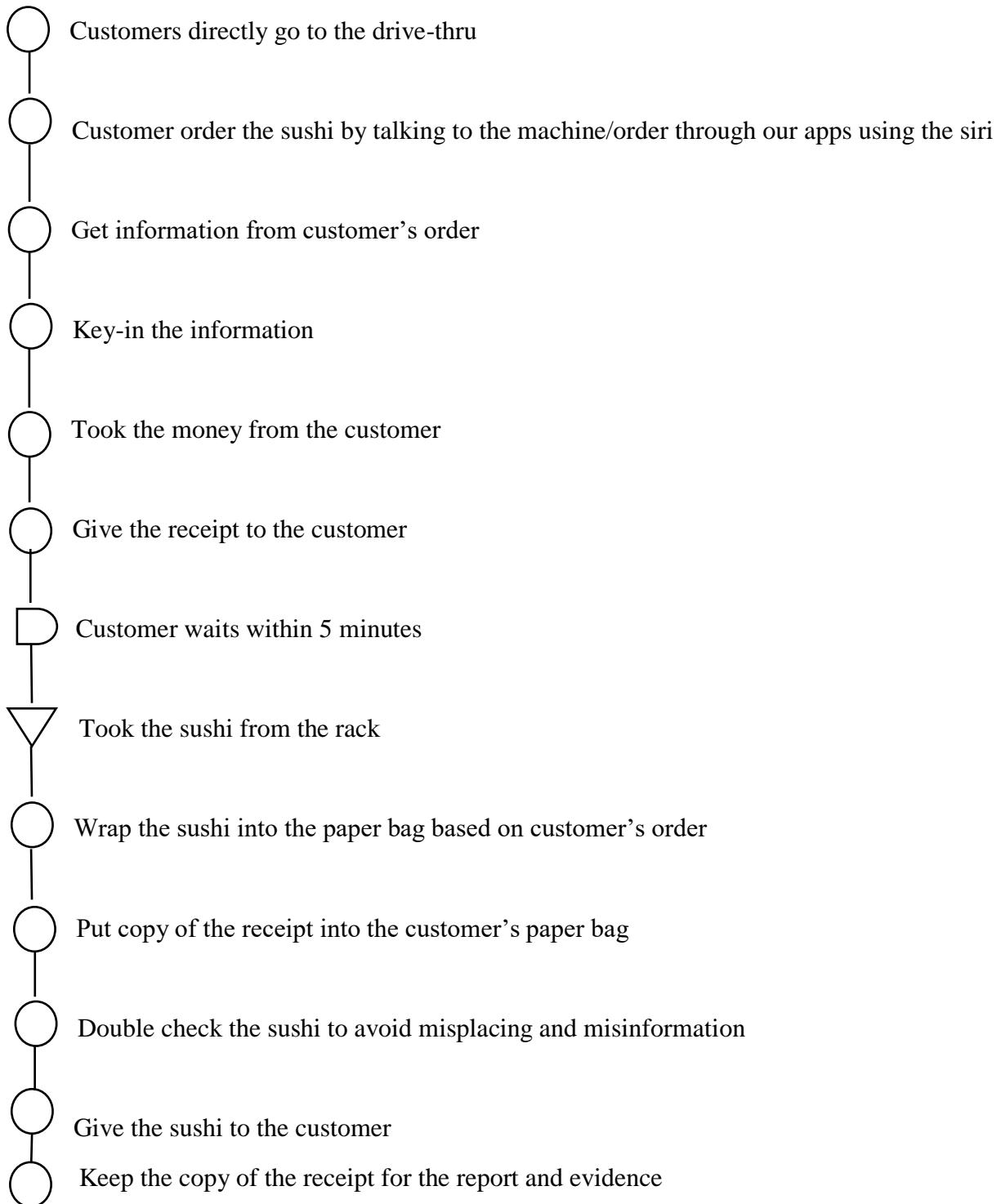
Chapter 4 Operation Plan

4.1 Operation Plan

4.2 Operation Objective

4.3 Operational Process






DRIVE-THRU



4.3.1 Process Chart

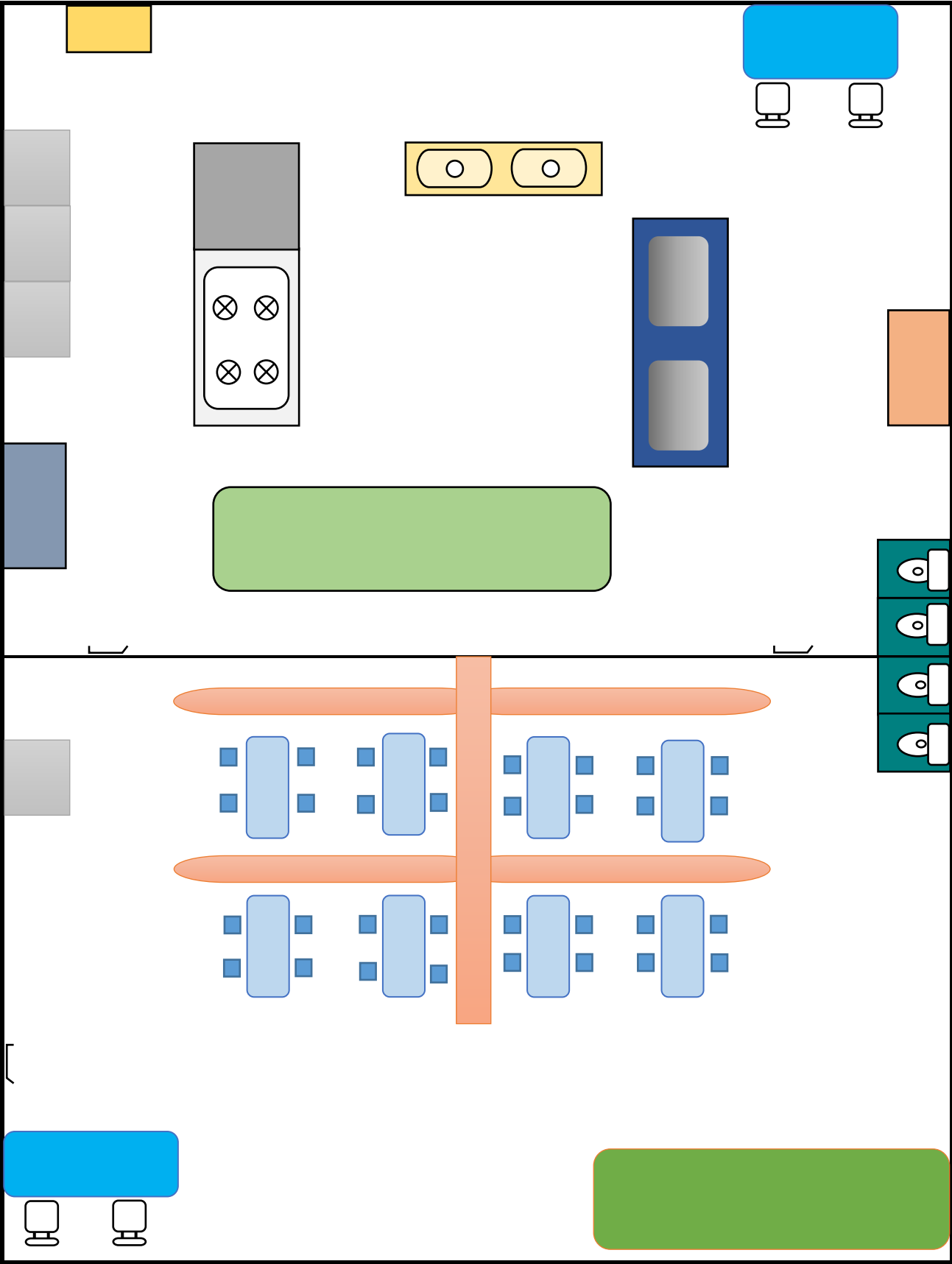
- 5 Universally recognize symbol

Table 4.1 Process Chart

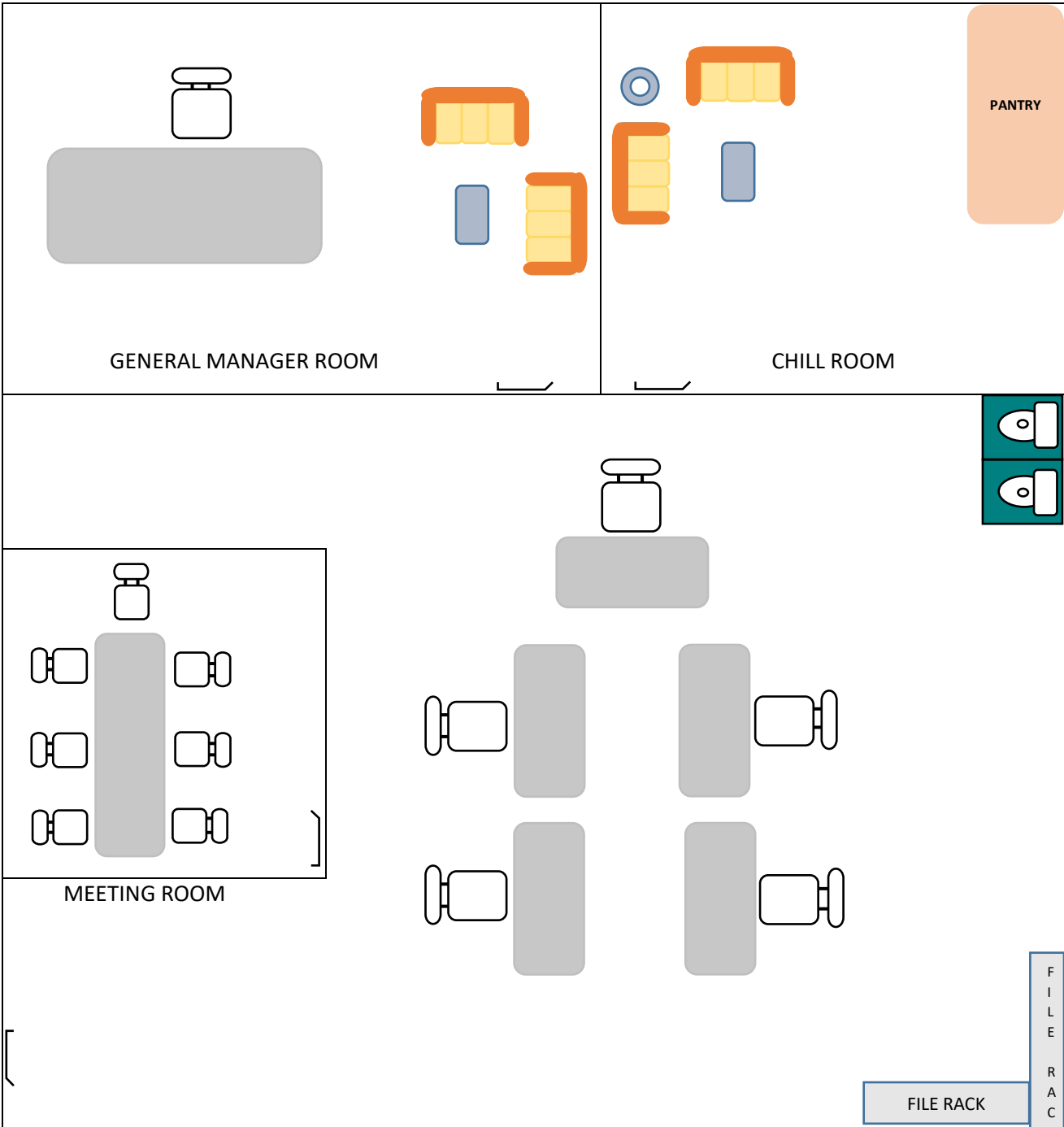
| Symbol | Types of activities | description |
|---|---------------------|--|
|  | Operation | Activities that modify, transform or give value to the input |
|  | Transportation | Transport activities occurs when materials are transported from one point to another |
|  | Inspection | Activities that measured standard of the in-process |
|  | Delay | Used when in- process material is restrained in a location waiting |
|  | Storage | Used when in-process materials or finished products are stored in the storage area |

4.4. Operation Layout

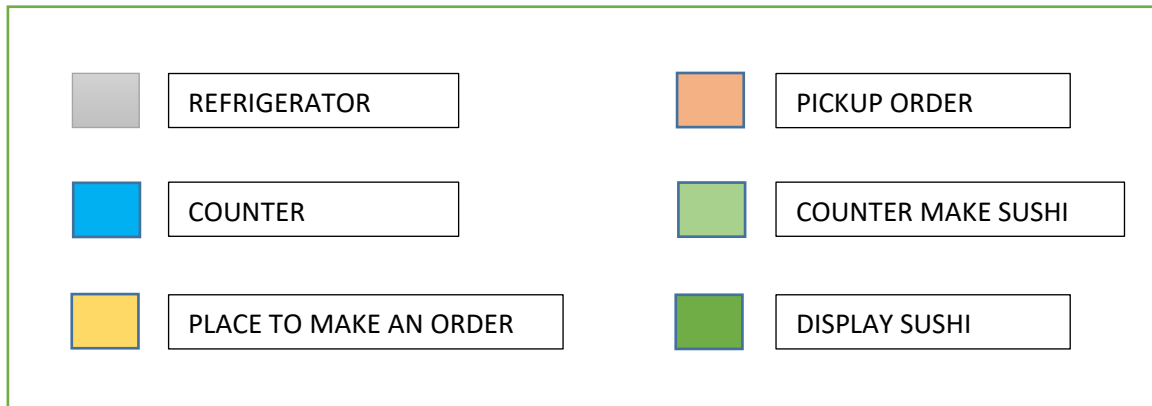
Table 4.2 Operation Layout First Floor



Operation Layout second floor



CLUE



4.5 Production Planning

4.5.1 Calculation for output per day

Average sales / month: RM 362000
 Price / unit : RM 10.00
 No. of Output / month : RM 362000 / RM 10.00
 = **36200units / month**
 Working days : 26 days
 No. of Output / day : 36200 units / 26 days
 = **1392 units / day**

4.6 Position and number of personnel

Table 4.3 Position and number of personnel

| Position | No of Personnel |
|----------------|-----------------|
| Chef | - |
| General Worker | - |
| TOTAL | - |

4.7 Schedule of Task and Responsibilities

Table 4.4 Schedule of Task and Responsibilities

| Position | No of Personnel |
|----------------|-----------------|
| Chef | - |
| General Worker | - |
| TOTAL | - |

4.8 Schedule of Remuneration

Table 4.5 Schedule of Remuneration

| Position | No | Monthly Salary (RM) | EPF Contribution (RM) | SOCSSO Contribution (RM) | Total (RM) |
|----------------|----|---------------------|-----------------------|--------------------------|------------|
| Chef | - | - | - | - | - |
| General Worker | - | | | | |
| TOTAL | - | | | | |

4.9 Material Planning

Table 4.6 Material Planning

| Materials | Quantity | Safety Stock | Total Material Requirement | Price (RM) | Total Price (RM) |
|--------------|----------|--------------|----------------------------|------------|------------------|
| Rice | 50 kg | 5 kg | 55 kg | 11.95 | 657.25 |
| Seaweed | 500 pcs | 50 pcs | 550 pcs | 0.50 | 250.00 |
| Anchor | 50 kg | 5 kg | 55 kg | 32.00 | 1760.00 |
| Dried Chilli | 40 kg | 4 kg | 44 kg | 10.00 | 440.00 |
| Chicken | 100 kg | 10 kg | 110 kg | 10.00 | 1100.00 |
| Coconut Milk | 80 kg | 8 kg | 88 kg | 8.00 | 704.00 |
| Meat | 100 kg | 10 kg | 110 kg | 29.00 | 3190.00 |
| | | | | | 8101.25 |

4.9.1 Machine and Equipment Planning

Table 4.7 Machine and Equipment

| Item | Quantity | Price per unit | Total cost (RM) |
|--------------------------------|----------|----------------|-----------------|
| POS System Machine | 1 | 1450 | 1450 |
| Carbonated beverages dispenser | 2 | 1500 | 3000 |
| Ice Machine | 2 | 2100 | 4200 |
| Rice cooker | 2 | 250 | 500 |
| Refrigerator | 4 | 400 | 1600 |
| Mixer | 1 | 200 | 200 |
| TOTAL | | | 10950 |

4.9.2 List Of Suppliers

| Lists Of Machine | Function Of Machine | Suppliers | Address |
|---------------------------------------|--|--|---|
| POS System Machine | To calculate the money and record the sale transaction | DSOP Office System & Supplies Sdn. Bhd. (Chai Leng Park) | 1286 &1287, Jalan Baru, Chai Leng Park, 13700 Perai Pulau Pinang. |
| Carbonated beverages dispenser | To produce variety of soda water | Lazada Malaysia | Apps Store |
| Ice Machine | To produce ice cube in the small scale | SP Kitchen Equipment Sdn Bhd | 309-E Jalan Bakar Arang, Jalan Kampung Baru, 08000 Sungai Petani, Kedah |
| Rice cooker | To cook the rice as it is the main ingredient | Rinnai (Malaysia) Sdn Bhd | D2-3-G & D2-3-1, Block D2, Pusat Perdagangan Dana 1, Jalan PJU 1A/46, PJU 1A, Ara Damansara, 47301 Petaling Jaya Selangor Darul Ehsan, Malaysia |
| Refrigerator | To keep the raw materials that are perishable | YH Tan Refrigerator & Stainless Steel | A3, Jalan 2, Cinta Sayang Resoy Homes, 08000 Sungai Petani, Kedah |
| Mixer | To make sushi topping's sauce | Aktio Malaysia Sdn Bhd | Lot 33132, Jalan KB 2/15, Balakong, 43300 Seri Kembangan, Selangor |

4.10 Business and Operation Hour

Table 4.10.1 Business Hour

| Day | Time |
|----------------------------|----------------------|
| Saturday - Thursday | 9.00 a.m. - 5.00 p.m |
| Friday | Close |

Table 4.10.2 Operation Hour

| Day | Time |
|--------------------------------|----------------------|
| Saturday - Thursday | 8.00 a.m. - 6.00 p.m |
| Friday | Close |

4.11 License, Permits and Regulations

Department of Islamic Development Malaysia (JAKIM) is the agency responsible for the Islamic affairs including halal certification in Malaysia. Therefore, JAKIM plays very important role to protect Muslim consumers in Malaysia and it is always been JAKIM responsibility to assure them to seek for halal products as urged by Shariah.

The procedure to apply the license

The certification body must apply directly to JAKIM using the form JAKIM (S)/ (22.00)/72/1 and enclosed the following documents:

- I. Certification body profile and a copy of registration document with the local authority.
- II. Type of services and social activities of the certification body.
- III. Record of past and current activities on halal certification and monitoring services to the abattoirs and processing plants.
- IV. List and qualification of Muslim professional workers.
- V. Sample of halal certificate and logo used by the certification body.
certification and monitoring procedures.

The license purpose

The purpose of halal certification, JAKIM has to ascertain the halal status of the product at every process and every stage involve by carrying out an official site inspection on the plans purposely to examine on how the halal status of the raw materials is maintained and monitored at all the time.

4.12 Operations Overhead

| No. | Overheads | Cost (RM) |
|-----|-------------------------|-------------|
| 1. | Repairs and maintenance | 300 |
| 2. | Utilities | 500 |
| 3. | Transportation | 300 |
| | TOTAL | 1100 |

4.13 Operation Budget**Table 4.13 Operation Budget**

| Item | Fixed Assets Expenses (RM) | Monthly Expenses (RM) | Other Expenses (RM) | |
|-------------------------|----------------------------|-----------------------|---------------------|-----------------|
| Machinery and Equipment | 10950 | | | |
| Vehicles | - | | | |
| Remuneration | | - | | |
| Raw Materials | | 8101.25 | | |
| Utilities | | 500 | | |
| Other Expenditure : | | | - | |
| Other expenditre | | | 1100 | |
| Road Tax | | | - | |
| Insurance | | | - | |
| TOTAL | 10950 | 8601.25 | 1100 | 20651.25 |

4.14 Implementation Schedule

Table 4.14 Implementation Schedule

| Activities | Deadlines | Duration |
|--|----------------------|-----------------|
| Incorporation of business | Sept - Oct 2019 | 2 |
| Application for permits & license | Sept 2019 - Feb 2020 | 6 |
| Searching of premise | Dec 2019 - Feb 2020 | 3 |
| Renovation of premise | Mac - April 2020 | 2 |
| Procurement of machine and raw material | May - July 2020 | 3 |
| Recruitment of labours | Aug 2020 | 1 |
| Installation of machine | Sept - Oct 2020 | 2 |