



اَوْنِيُوْزِ سِيْتِي تِي كُونُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY-BASED BUSINESS IDEA

BLUEPRINT : JAL-JA RESTAURANT

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1.0 EXECUTIVE SUMMARY

1.1 Description of the Business and Product Concepts

Jal-ja Restaurant is a partnership business that starts its operation in Kota Bharu, Kelantan. Our places will be open 6 days in a week from 12 pm until 10 pm. It is equally owned and managed by its four partners. Jal-ja Restaurant aims to offer its products at a competitive price to meet the demand of the middle to higher income local market area. The company is willing to hire more employees to handle customer service and day to day operations such as waitress, chef, and cashier.

Jal-ja Restaurant produces several types of dishes that are mainly based on sushi. We will make sure that every single dish that comes from our kitchen will be delicious, healthy and fulfill Malaysians appetite. The main specialty for Jal-ja Restaurant is that our menus system no longer uses paper but will appear on the tablets that are provided on every table. There are a few dishes that can be eaten readily by taking it off from the conveyor belt. Our products, restaurant design and finishes will continue to evolve based on consumer trends and demands.

1.2 Target Market and Projections

Our main target market is students, working people and families.

1.3 Competitive Advantage

Jal-ja Restaurant is not the first company that produces this product. Many other companies have come with their ideas to bring Japan's traditional dishes to Malaysia. For example, Sushi King and JC Sushi Restaurant have successfully created their names on this market. However,

Jal-ja Restaurant produces meals at affordable prices and good quality dishes with special features, which are :

- Using Smart Menus rather than print out menus on the paper.
- Uses conveyor belt system.
- Located in a very strategic place.
- Decoration of restaurants will be similar to any restaurant in Japan.

1.4 Profitability

We believe that Jal-ja Restaurant will generate a huge amount of profit with all of the new technologies that have been introduced. In the first year of operations, Jal-ja Restaurant plans on breaking even. In the next two and three years, the business will become more profitable as market share increases due to the teams learning to become more efficient in operations.

1.5 Management Team

