



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

LECTURER: MISS CHANG YIN CHENG

FACULTY IN HOTEL AND TOURISM MANAGEMENT (HM111)

LCH Box

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LCH BOX BUSINESS PLAN

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1.1 SUBMISSION LETTER

SUBMISSION LETTER

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2015

29 September

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, 'LCH Box Café', I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until us finally completing according to time given and as scheduled.

2. Our group's perception towards ENT300 (Fundamentals of Entrepreneurship) had given us the exposure and clear picture on the fundamental of starting the business. This

1.2 EXECUTIVE SUMMARY

Our business name is LCH Box. The business has been decided on the form of partnership, which consists of four partners in the team. The management team is headed by four experienced and professional level workers that will handle the management and operation of this company in order to get the best quality of product or services and maximum profit. All partners are encourage and entitled to participate in all the business management. We agreed that **Andrea Umang Ak Rahnle** is our General Manager and Administration Manager, **Suryanie Binti Sarmon** is the Operational Manager, **Edith Edna Jafry** as Financial Manager and **Dg Norfarini Binti Datu Hassan** as Marketing Manager. The selection of Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

Our main business activity, LCH Box is a company that provides lunch box and dine in meals to the customers in area of Damansara. We do provide lunch box or take away and dine in or the customers that rather have their lunch at our restaurant. We also provide delivering services. In our business, we also operate the café which become the place for the customer to have their beverages and at the same time they wait for their clothes. The restaurant is located at 53, Jalan SS 21/1A, DamansaraUtama, 47400, Petaling Jaya, Selangor, Malaysia. This business premise is for both administrative building and restaurant. The company will start to operate on 7 February 2016.

The management team will be led by the **General Manager** and the other manager will help to assist. The General Manager is responsible in controlling, leading, organizing as well as plan the entire business. The **Administrative Manager** is responsible for all jobs relating to office administration. The **Marketing Manager** is responsible in preparing the marketing plan, which includes identifying the target market, determining the market size, identifying the competitors, determining the market share, developing sales forecast and marketing strategies. The operation of our business is controlled and monitored by the **Operation Manager**. Not only that, all workers who work in our cafe will be under the supervision of the Operation manager. This is where quality control will take place in order to improve the efficiency of the workers. Finally, the **Financial Manager** will handle financial matters such as preparing budgets and financial statement for the expenses of each department. All the financial statement need to be taken care properly by our Finance manager.

We will register our business to the Suruhanjaya Syarikat Malaysia to get the license to open our business. With the quality and experienced of our staff and good business strategies, our business will strive in this industry and being the leader lunch box business.

1.0 ACKNOWLEDGEMENT

In the name of God the Magnificent, the Merciful for blessing us the strength towards the successful finished our Business Plan on time. With co-operation from each group members, all of the problems we faced, we overcome them professionally.

It has been a new and exciting experience for all members of this group to prepare this Business Plan. Therefore, we are very thankful to all person and parties that directly or indirectly involved in preparing this Business Plan.

First of all, our deepest thanks to our beloved parents for their full support, prayers and guidance that surely makes us a prudent person indeed. All the ideas, guidance and advices from all of them had helped us to solve our difficulties while completing our business plan especially Miss Sharmila and Miss Chang Yin Cheng. Without them, we cannot make as far as this with a good business plan. With their guidance, we get a lot of new information and knowledge that we can use it in the future.

Nevertheless, Special recognition is also extended to all members of LCH Box, classmates from HM1114A and friends, by hook or by crook, who help us even though we are in a different group or company, and sometimes have a different ideas and opinions which helping and giving us some worthy information regarding preparing this report book.

Lastly, we hope that our report will be successful and is able to be guidance to other students and is acceptable, proportionate with its requirements.

Once again, thanks to all who has contribute in the making of this proposal. We are truly grateful to all of you. Thank you.