



اَوْنَبُوْ رَسِيَّتِيْ تِيَكُوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA (UiTM)
KAMPUS KOTA SAMARAHAN, SARAWAK
DIPLOMA IN PUBLIC ADMINISTRATION
(AM110)
FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)
BUSINESS PLAN FOR
MAGICAL CLASSIC BURGER

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DATE OF SUBMISSION : 26TH SEPTEMBER 2014

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam** untuk membuat satu kertas projek bagi Kod Kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **ENCIK JOHARI BIN ABDULLAH** di talian (010-9668869) sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

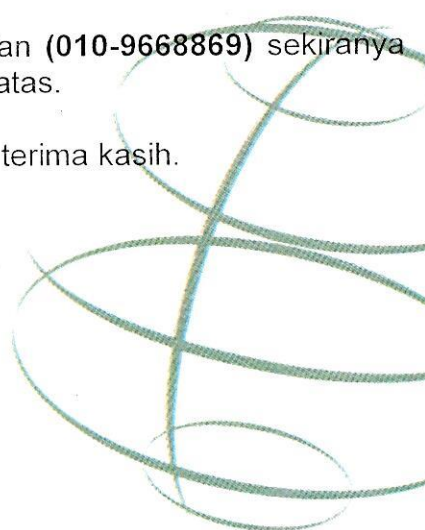
“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



BAIZURA BINTI IBRAHIM
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Acknowledgement.

We would like to thank and express our greatest gratitude to God, by giving us the strength and knowledge in order to accomplish this task. Thanks to all of those who had helped and especially to Sir Johari Bin Abdullah who had helped us on how to do this task. Thank you for your references and notes on helping us to accomplish our project, and teaching the basic entrepreneurship to us either in the class or in public.

We want to acknowledge ourselves to the great joint venture contributed. Without morale support and facilitate shared among ourselves, the completion of the given assessment is a masterpiece. Hopefully we can contribute in an organization of our self in the future.

We would also like to thanks those who had been involved throughout the completion of this proposal, either directly or indirectly. Thanks for the notes and guidance, mostly to our friends and seniors who had contributed on supporting us.

Finally, we would like to thanks our family who has given us support some information and guidance. We hope this business plan will give the benefit to all of us and also could encourage the students to involve in business in the future.

Thank you,

Faithfully,



General Manager

(Eileen Richad)

Magical Classic Burger

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1.0 Introduction

Nature of business

Our business is supremely focusing on customer's satisfaction and to provide a different taste of burger which fits every customer's taste buds and is healthy. At Magical Classic Burger we are using only the fresh raw material and preparing the meals according to the Food Handling Department guideline. Our business will be operating from 10 am to 10 pm daily from Monday to Thursday but for weekend we will extend the business hours for another 2 hours, which make it from 10am until 12 am. We also provide students card discount where students will enjoy the student price when they show their student card during the certain period.

Factors in selecting location

We choose our business location at Summer Mall, 94300, Kota Samarahan, Sarawak. This is because Summer Mall is a developing division and also a centre or surrounded by many education institutions, such as UiTM, UniMas, Maktab Perguruan Tun Abdul Razak and many more. Mostly our target is young adult especially students, according to the new trend now, craving for a fast food such as burger but healthier. The student nowadays like to have something easy to get, burger also easy to prepare, easy to serve and easy to eat.

Vision

Magical Classic Burger has the vision that helps to further our improvement of our overall performance. The vision is stated below:

- To become the best homemade and grilled burger in Sarawak and become role model to other entrepreneur who wish to operate the same business.
- To widen our own branches throughout the country and stepping out to the international borders.
- To be one of the major market leaders in the burger business in Malaysia.