



اُونِيْوَرْسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَآرَا
**UNIVERSITI
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MARA**

ENT300 : FUNDAMENTALS OF ENTREPRENEURSHIP

MUSEUM OF PIZZA

COMPANY BUSINESS PLAN

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

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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.

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"BERSATU BERUSAHA BERBAKTI"

Sekian

Yang benar



BAIZURA BT IBRAHIM

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Thank you.

Yours truly,



(NUR FATHIN AMIRA BINTI SAPAWI)

General Manager,

Museum of Pizza.

1.0 INTRODUCTION TO BUSINESS PLAN

Business plan is very crucial for everyone who wants to start a new business. Without a business plan, the organisation will not be organized as it consists of the activities, strategy, financial operation and others that are related to the business. The business plan acts as a guideline to help entrepreneurs who are new in the business world.

Museum of Pizza is a partnership business which ventures and major with the goods of our main menu, Pizza and also services of delivering the pizzas to our customers. Our business is mainly targeted to all ages of generation. The business is in the form of enterprise which consists of four shareholders. All shareholders have agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We have chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period.

The main reason why we have agreed to open a pizza restaurant in the name of Museum of Pizza because we want the locals in Sarawak to taste the real flavour of pizzas originated from all around the globe. Our company does not only give joy to the people who taste our pizzas, but at the same time, we also make sure that they know the history behind the delicious pizza. What makes our pizza different from others is that our pizzas have different category based on different nations which are Italy, Malaysia, Japan, Hawaii and Mexico. The pizzas will taste different and special using the ingredients of each country. Other than that, 5% of every purchase in one single receipt of our pizza will be donated to different charity bodies in Sarawak. With this random act of kindness, our customers will not only enjoy our pizza but coincidentally they will also be giving charity to the helpless.

In addition, we have chosen an empty store located inside the CityOne building as our first ever restaurant. This is because the location is strategic and it is guaranteed that our restaurant will always be full as the shopping mall is quite a popular one. Everyone from all generations are welcome as they are our targeted customers.

With the help of experienced chefs, kitchen helpers and modern machines, we are confident that we can achieve our goals to be a uniquely different pizza restaurant than others. We want our customers to feel welcomed and feel like they are in different