



UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA
SAMARAHAN CAMPUS
SARAWAK**

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)



PREPARED BY :

| | |
|---|---------------------|
| MOHD SYAFIIE BIN HJ AHMAD | (2010425616) |
| MOHD. AMIRUL MUTAQIN BIN ROSLAN | (2010474818) |
| MARINA ZAFIERA BINTI ZAINAL ABIDIN | (2010212596) |
| SALFARIYAH BINTI OSLEN | (2010831208) |

DIPLOMA IN COMPUTER SCIENCE (CS110)

SATAY KAMEK RESTAURANT



SATAY KAMEK RESTAURANT

The Summer Shopping Mall, Desa Ilmu, 94300 Samarahan, Sarawak.

Phone Number : 082-455677 Fax : 082-455678

E-mail address : sataykamek@yahoo.com

Website : www.sataykamek.com.my

SUBMITTED TO :

Miss Nurashikin bt Nazir Mohd

PREPARED BY :

Mohd Syafie Bin Hj Ahmad

2010425616

Mohd. Amirul Mutaqin Bin Roslan

2010474818

Marina Zafiera Binti Zainal Abidin

2010212596

Salfariyah Binti Oslan

2010831208

TABLE OF CONTENT

| GENERAL MANAGER | | |
|-----------------|--|---------|
| NO | CONTENT | PAGE |
| 1 | Acknowledgement | 4 |
| 2 | Submission Letter | 5 - 6 |
| 3 | Partnership Terms and Agreements | 7 - 9 |
| 4 | Executive Summary | 10 |
| 5 | Introduction 5.1 Company Logo 5.2 Introduction To Business Plan 5.3 Business Profile 5.4 Background of Partnership | 11 - 17 |
| 6 | Administration Plan 6.1 Introduction to Administration Plan 6.2 Company Vision, Mission, Goals, Objective and Strategies 6.3 Location Plan 6.4 Organization Chart 6.5 Staff Management 6.6 Schedule Of Remuneration 6.7 Compensation And Benefit For Workers 6.8 List of Equipment 6.9 Office Layout 6.10 Administration Budget | 18 - 32 |
| 7 | Marketing Plan 7.1 Introduction to Marketing Plan 7.2 Product And Service Description 7.3 Target Market 7.4 Market Size 7.5 Competitors <ul style="list-style-type: none">• Competitor strength and weakness• Our swot analysis 7.6 Market Share 7.7 Sales Forecast 7.8 Marketing Strategy 7.9 Marketing Budget | 33 - 49 |

SUBMISSION LETTER

ENT 300 Students (CS1105B)

Diploma in Computer Science and Mathematics (CS110),
Universiti Teknologi Mara (Samarahan Campus),
Jalan Meranek,
94300 Kota Samarahan,
SARAWAK.

Miss Nurasyikin binti Nazer Muhammad,

ENT 300 Lecturer,
Universiti Teknologi Mara (Samarahan Campus),
Jalan Meranek,
943000 Kota Samarahan,
SARAWAK.

Miss,

SUBMISSION OF BUSINESS PLAN

As a representative of our Company, I would like to submit our proposed business plan for your further evaluation. We appreciate your motivation and support throughout the completion of this business plan.

2 ENT 300 has opened our eyes on how to start and manage a business effectively. Although we are the students of computer science, we able to complete this business plan on time with the basics on entrepreneurship that has been taught by Miss during the lecture session.

3 Below is the list of the entire group members that involves in the process of completing this business plan :

| NAME | MATRIX CARD NUMBER |
|------------------------------------|--------------------|
| MOHD SYAFIIE BIN HJ AHMAD | 2010425616 |
| MOHD. AMIRUL MUTAQIN BIN ROSLAN | 2010474818 |
| MARINA ZAFIERA BINTI ZAINAL ABIDIN | 2010212596 |
| SALFARIYAH BINTI OSLEN | 2010831208 |

EXECUTIVE SUMMARY

We named our business as "Satay Kamek" where we selling and supplying various type of satay and sauces. Our restaurant use different concept of service compared to other satay restaurant which make us really unique. The customer will be serviced using the same concept as Sushi restaurant, which are they will be charged by the colour of plate we serve on our rotating machine. The sauce we serve are free for the customer. We also collaborate with Majlis Agama Islam Sarawak (MAIS) to get our halal certificate.

Our priority is to serve the best and delicious satay and sauce to our customer in term of quality and taste. Also not forgot the services our restaurant will give to customer. Our employee will be professionally train to serve their customers to the fullest satisfaction.

We are divide into four main manager. First, general and administration manager that will do all the early stages of planning. Second, marketing manager who in charge in marketing strategy. Third, operation manager who in charge in operation planning and working duty. Lastly, financial manager that responsible to ensure the flow of money to be record correctly.

We ventured this business because we want to be the first entrepreneur that sell satay and sauce using the sushi concept in term of service. Our business is long term because demand for satay will keep increasing as in Malaysia, every year will have a festival or celebration for instance, Hari Raya Aidilfitri, Chinese New Year, Birthday Celebration and many more. The fact that satay is a well known food in Malaysia and suitable for all ages make us ventured this type of business. Thus, we strongly believe that our business will success as we serve various type of sauce for our satay and our business will seperate throughout the world.

SIT AND STAY.
GRAB YOUR SATAY