



اُنْدِيْفُوْرْسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

(WESTERN LA LICIOUS)

TYPE OF BUSINESS : SERVING WESTERN FOOD

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT (DIPLOMA IN BANKING STUDIES)

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN

GROUP MEMBER:

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SUBMISSION DATE : 29 December 2017

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COVER LETTER

Diploma in Banking Studies
Faculty of Business Management
Universiti Teknologi MARA, Mukah

Madam Sit Farah Binti Lajim
Lecturer of ENT 300
Universiti Teknologi Mara
Campus Mukah 2
96400, Sarawak

22 December 2017

Madam,

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT300 subject.

2. This business plan is focus on by Western La Licious that concern more on our main menu which is "Crispy Slice Chicken" that comes out with difference types of flavours to choose from based on customer need and wants.

3. We had put our best commitment to complete this business plan according to the guidelines and requirements that were given according to our subject syllabus. This business plan is constructed to serve as a blueprint and guide for a proposal business venture which covers administration, production, operation, marketing, and also financial aspects.

4. We hope that this business plans will success according to your satisfaction. In order to make our project run smoothly we appreciate any comments or remarks in order to help us improve ourselves as well.

Thank you.

Yours sincerely,

(SITI NOR FAZIRAH BINTI KIPLI)
General Manager of Western La Licious

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

We name our business as Western La Licious because the food is form of western type. Our main activity is making the crispy sliced chicken which we assume that our product is quite unique from others in terms of the taste which is the slice chicken cooked in quality fry pan that keep at standard temperature so it would not overcooked or burnt in order to form a tasty and crunchy chicken. We are taking order from customer, make it as they request and serve them. Our restaurant is located at Santa Corner Erasya po box 162, Jalan Boulevard Setia Raja Mukah, 96400 Mukah, Sarawak. The chosen location can be considered as strategic since it is near to the city centre so it will attract many people to pass by our restaurant.

This business is founded by three partners. They are Miss Siti Nor Fazirah Binti Kipli as the General Manager and also act as Financial Manager , Miss Dayang Natasya Nurul Ain Binti Abg Nuzaren as the Administration Manager and as Marketing Manager also and Miss Khairiah binti Hanif as the Operational Manager. Since we are qualified with skills and creativity, we provide the customer with simple but with beautiful design and serve delicious meal that can catch the eye of person who looks at it and makes them impatiently to taste it.

Moreover, we will come out with the latest food to meet the customer demand and requirements. Something different about our products is that we offer in a reasonable price apart from our quality that is undeniable. To be precise, our business of western food service is rare in the market where most of time people often choose Asian Cuisine instead Western Cuisine, hence it has been assumed that we bare to the risk to open up this business after all we believe that every difficulty will comes at ease and we decide not to given up on our product. It is important to choose the right strategy because it will affect the entire business of the operation.

Furthermore, the recipe and the ideas that chosen must blend in with the concept of the product itself so that it will be more attractive. That's why we choose this business not

1.2 BUSINESS BACKGROUND



Name of the company	Western La Licious
Business Address	Po box 162, Jalan Boulevard Setia Raja Mukah, 96400 Mukah, Sarawak
Correspondence Address	Po box 162, Jalan Boulevard Setia Raja Mukah, 96400 Mukah, Sarawak
Website	www.westernlalous.com.my
E-mail Address	westernlalous@yahoo.com
Telephone Number	0194477112
Form of Business	Partnership
Main Activity	Serving western food service
Date of Commencement	1 JANUARY 2018
Date of Registration	7 JANUARY 2018
Registration Number	SA 025-3321-K
Name of Bank	Maybank
Bank Account Number	1511 3612 6231