



اَوْبُو سَيْبِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT & TECHNOLOGY (BM118)

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LETTER OF TRANSMISSION

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Miss,

29 September 2015

RE: Submission of Business Plan

As a representative of our company, "Ayam Penyet Urban Restaurant", I would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mention guidance which has indeed paved us the way and anchored us towards our aims and goal when preparing and finally completing this business plan on time and as scheduled.

2. ENT300 (Introduction to Entrepreneurship) has given us a clear picture on the fundamentals of starting a business. Along the way, we gathered many ideas, which we personally felt, would have done much use and benefit to us if ever 'Ayam Penyet Urban Restaurant' became a reality.

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EXECUTIVE SUMMARY

Ayam Penyet Urban Restaurant is a restaurant-based business which is located in Kota Samarahan, 93050 Sarawak which allows customer to have a variety taste of 'Ayam Penyet' and can be satisfied with the differences of each delicacies and also the variety type of sauces and 'sambal'. Ayam Penyet Urban Restaurant serves all the people in many level of ages in spite of adults, children and teenagers and also provide reservation for a certain occasion as well as walk-ins. Ayam Penyet Urban Restaurant provide both outdoor dining and indoor dining. Both holds a different purpose to value the customers comforts.

Indoor dining is when customers choose to dine inside the building area which is a closed-area and provided with air-conditioner. Indoor dining are perfect for family, or a couple and can be used for an occasion such as dinner, birthday, reunion and etc. For outdoor dining, it is mainly provided for those who cannot adapt to the surrounding that is air-conditioned. Furthermore, the purpose of having an outdoor concept is to make sure everyone certain need is being fulfilled.

Purposely, this acts as a fully exposure of each of the plan for our project in developing AyamPenyet Urban Restaurant in order for it to achieve the sets of goal. As in the marketing plan, it holds the role of knowing the place that the market structure for it to maintain its business and also to find the market target as in to attract and fulfilled customer satisfaction. For the operational plan is to exist the operation for when the business has started. Briefly said, the operational is in charge of managing the working hours for the workers and also the processes that would be conduct later on throughout the business operation. As in the administration, which is known to control the worker in spite of doing their work. Furthermore, administration is also in charge of knowing and finding the suitable place for the business to be commence. The administration is also partly managing in the budget for the business. The financial is highly known in managing the financial for the business in matter of every day income or months also years.

1.0 INTRODUCTION

1.1 NAME OF COMPANY

Ayam Penyet Urban Restaurant

1.2 NATURE OF BUSINESS

Providing food-service and food product to fulfill people necessity as to make sure they regain their energy in doing their daily business and to work efficiently throughout the day. Furthermore, to provide a comfortable place for them to feel relaxed and to dine in a peaceful surrounding.

1.3 INDUSTRY PROFILE

Restaurant is a place that works as providing food and a place for people to carry on with their need to eat. Other than that, food-servicing has been a common service in the whole wide world and best believe that a big major of the world is filled with people opening up restaurant to provide food product with a bit of their own twist or to expose to the world their signature dish. To take a closer reference, Kuching and Kota Samarahan has open up much restaurant as to fulfill the same goal which is to maintain the people's needs. But not much restaurant has been open for quite a length of time as known by our research due to their common service and also sets of menu. Therefore, we believe by making our business as an 'order-and-pickup' service, we could reach a certain goal in which is to help our customer attain food in a much easier way and a less time consuming. We believe that throughout our business, we would work harder to maintain and would come up with strategies or new ways to attract more customer to come to our restaurant.