



UNIVERSITI TEKNOLOGI MARA SARAWAK

KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

FORZA BURGER HOUSE

**GROUND FLOOR, SUB LOT 70, JALAN DATUK MOHD MUSA, DESA
ILMU PHASE 25, 94300 KUCHING, SARAWAK.**

PREPARED BY:

NAME	MATRIX NO
KEDIDI BELAP	2013709183
SALVASTORE SAM	2013234646
NICHOLAS NGAU BAI	2013261256
KOJI ANAK SENAUN	2013218536

DIPLOMA IN SPORT STUDIES

SUBMISSION LETTER

Kedidi Belap

Diploma in Sports Science And Recreation

Universiti Teknologi Mara (UiTM)

Kampus Samarahan

Jalan Meranek

93400 Kota Samarahan

Sarawak.

Madam Esfarina Amiza

ENT300 Lecturer

Universiti Teknologi Mara (UiTM)

Kampus Samarahan

93400 Kota Samarahan

Sarawak.

RE: SUBMISSION OF BUSINESS PLAN

As the representative of our company which is called Forza Burger House, I would like to submit our business plan for your evaluation and also for your further action as well.

We have completed this business plan according to the guidelines and requirements needed through our subject syllabus. Through the business plan that we have completed, we have gained a lot of understanding in the business world through the experiences we had.

We would like to give our heartfelt gratitude to you for doing your best to make us understand and guiding us especially in great distress. Your kindness and cooperation has kept us motivated along completing the task given. We are truly appreciated and thankful for your help.

EXECUTIVE SUMMARY

The name of our company is Forza Burger House whereby the business has been decided in the form of four partnerships. Each partners contributed on an agreed amount of capital as in our agreement. Our main business activity is to provide the best quality of a burger with various ingredients where the customers can choose for themselves and with drinks like tea, coffee and soft drinks. We will be located at Ground Floor, Sub Lot 70, Jln Dato Mohd Musa, Desa Ilmu Phase 25, 94300 Kuching Sarawak.

Every partner in the business are entitled and encouraged to participate in all business management. All of us have agreed that KEDIDI BELAP as the General and Administrative Manager, SALVASRORE SAM as the Marketing Manager, NICHOLAS NGAU BAI as the Operational Manager and KOJI ANAK SENAUN as the Financial Manager.

The management team will be led by the General Manager with the help of the other managers along the process. The general manager is responsible for controlling, planning and organizing. The administrative manager is responsible for matters concerning office administration. The marketing manager is responsible for the preparation of marketing process which includes identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operational manager is responsible for controlling and managing the business' operation. Finally the financial manager is responsible for handling every financial matter such as preparing for the budgets and financial statement for the each department.

TABLE OF CONTENTS

CONTENTS	PAGES
ACKNOWLEDGEMENT	i
EXECUTIVE SUMMARY	ii
SHAREHOLDERS AGREEMENT	iii
SUBMISSION LETTER	v
CHAPTER 1: INTRODUCTION	1
1.1 BUSINESS INTRODUCTION	2
1.2 LOCATION	3
1.3 PURPOSE OF BUSINESS PLAN	4
1.4 PARTNERS CONTRIBUTION	5
1.5 COMPANY BACKGROUND	6
1.6 FACTORS IN SELECTING THE PROPOSED BUSINESS	7
1.7 FUTURE PROSPECTS OF BUSINESS	8
1.8 BUSINESS LOGO	9
1.9 NAME OF THE COMPANY	10
1.10 NATURE OF BUSINESS	11
1.11 BUSINESS OBJECTIVES	12
1.12 VISION AND MISSION	13
1.13 BACKGROUND OF SHAREHOLDERS	14

1.1 BUSINESS INTRODUCTION

The business plan is prepared as a guideline for day-to-day management of the business. It is also to ensure that the management team able to distribute the business resources more effectively and to evaluate the feasibility of the business.

Forza Burger House is a fast food cafe that sells a combination of burger in various types where the customers can choose themselves with drinks like juice and soft drinks. This business has been agreed by all the partners of the business and the partners have also agreed to abide all terms of the partnership to contribute some capital according to the allocated shares. The reason why we have chosen partnerships is because a lot of ideas, talents and skills can be pooled together for better management for the business.

The main reason for us to set up this business is to serve a special combination of two most favourite fast foods into one, alongside with the finest juice and soft drink to the customers in Kota Samarahan. We would like to expose our customers with a new special taste of food and a new idea in creating a meal where they can enjoy and be their new favourite meal. We would also like to socialize and create a good relationship with the customers to improve our business.