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UNIVERSITI
TEKNOLOGI
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**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
KAMPUS SAMARAHAN**

**DIPLOMA IN OFFICE MANAGEMENT
AND TECHNOLOGY**

ENT 300 – INTRODUCTION TO ENTREPRENEURSHIP

MIX & KLING

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EXECUTIVE SUMMARY

Mix & Kling Restaurant is a restaurant located at Hub Shop lot, Petrajaya, Jalan Matang, 93050 Kuching Sarawak that provide affordable food and beverage to the customer than can satisfied them in choosing a great place to eat, combining excellent atmosphere and cozy surrounding. Other than that, the location is quite comfortable and specific. Mix & Kling Restaurant serves western and asian food and with this combination of food and beverage it will encourage customer more to eat at our restaurant and this also become our strength. Our restaurant serves to the all kind of ages such as adults, teenagers and children.

There are many competitors near our restaurant's location such as, Danial Aimar and Carpark. Both of this western restaurants become our tough competitors because of their huge number of customer and their delicious food. Mix & Kling open at 5:00 p.m. until midnight in weekdays and open 24 hours in the weekend. Through unheralded customer attention, Mix & Kling will surely gain market share as it services included all ages and gender, creating new kind of environment. Lastly, the main roads to the Mix & Kling Restaurant are located at Petrajaya area which will allow it to attract a lot of customers from the residential area.

INTRODUCTION

Name of the Company

Mix & Kling Restaurant

Nature of Business

Preparing and providing combination of western and asian food, combination of two world also known as fusion. Provide a convenient and great atmosphere place to eat. Other than that, provide a delicious and interesting menu.

Industry Profile

Western food industry in Malaysia have been served many delicious and extraordinary of food. But still, there's no restaurant that serve two combination of two world that is western and Asian and that makes our restaurant unique and special from other kind of western's restaurant. Other than that advantage, that will become our great opportunities to be one of the first fusion restaurant in this country. We will work harder with boost our performance to the limit to succeed and to fulfil our vision.

Location of The Business

No. 208, 4th mile, The Hub Shop lot, Petrajaya, Jalan Matang, 93050 Kuching Sarawak.

Date of Business Commencement

1 January 2015

Factors in Selecting the Proposed Business

This fusion type of restaurant that maybe never been create by anyone in this country . It is also become huge demand from consumer. Western restaurant is suitable in the needs and wants of target market. Less number of western restaurant which provide a convenient and good environment towards customer.

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