



اوبو رسي تي تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA (UiTM)

KAMPUS KOTA SAMARAHAN, SARAWAK

DIPLOMA IN BANKING

(BM112)

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

BUSINESS PLAN FOR

S&G BURGER

PREPARED BY : NURZARINI BINTI HASSAN (2011868662)
PATRICIA EKLISIA ANAK LAT (2011424496)
FITRI NADIA BINTI LATIF (2011469254)
NURAZIE BADIRAH BINTI ABD RAHMAN (2011272662)
MOHD AMIRUL FADLY B JUNAIDI (2011644826)

PREPARED FOR : SIR JOHARI ABDULLAH

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Submission Letter

Diploma In Banking Management
Universiti Teknologi MARA (Uitm)
Kampus Sarawak, Jalan Meranek,
94300 Kota Samarahan,
Sarawak.

Mr. Johari Bin Abdullah
Lecturer of ENT300,
Universiti Teknologi MARA (UiTM)
Kampus Sarawak, Jalan Meranek
94300 Kota Samarahan

26 March 2014

Sir,

Submission of Business Plan Proposal(ENT300)

Based on the above subject, we would like to submit the proposal of our final project paper for Fundamental of Entrepreneurship (ENT300) subject.

2. This business plan was completed according to the guidelines given based on the subject outline including the requirement needed in this business plan. This business plan is used as a guideline and prototype for a business proposed deal which covers the top management which is started with general manager followed by administration, marketing, operation and financial aspects.

3. We hope that our business plan that we recommended does fulfill your perspective. If there are any error or lack in any part are fully depends on us. Plus, we are appreciating to any comments or remarks on our project in order to help us to improve it and also to ourselves as well.

Items	Page
Executive Summary	
1.0 Introduction	7
1.1 Logo of the Company	8
2.0 Purpose	9
3.0 Background of the Business	10
4.0 Background of the Partners	11-15
5.0 Location of the Project	16
5.1 Type of the Building and Infrastructure	
5.2 Type of Infrastructure	
6.0 Marketing Plan	17-18
6.1 Introduction	19
6.2 Product Description	20
6.3 Target market	21
6.4 Market Size	22
6.5 Main Competitors	23-24
6.7 Market Share	25-26
6.8 Sale Forecast	26-30
6.9 Marketing Strategies	31
6.10 Marketing Budget	
7.0 Operational Plan	32
7.1 Introduction	33
7.2 Operation strategy	34-35
7.3 Operation Process	36-37
7.3 Process flowchart	38
7.4 Symbol	39-41
7.5 Capacity Planning	42
7.6 Materials Requirement	43
7.7 Suppliers	44-46
7.8 List of Machine & Equipment	

1.0 Introduction

Nature Of Business

We provide services especially in food and beverages department. The core for our business is providing steamed and grilled burger. By transforming this idea into reality and grab the new opportunity in the market, we are offering a new and healthier alternative in this fast food's categories. At S&G Burger we are using only the fresh raw material and preparing the meals according to the Food Handling Department guideline. We will be operating from 10 a.m to 10 p.m daily from Monday to Thursday but for the Friday and weekend, we will extend the business hours for another 2hours, which make it 10am to 12am.

Factor in Selecting Location

To set up S&G Burger at the heart of Desa Ilmu, Kota Samarahan, does give us a great opportunity to approach for our target market. This is because Desa Ilmu is a developing division and also a center or surrounding by many education institutions. Such as, UiTM, UniMas, Maktab Perguruan Tun Abdul Razak and many others. Those young adult especially students, according to the new trend now, are craving for fastfood such as burger but healthier. Although we are the first burger restaurant to be set up in Desa Ilmu, we will be competing with other existence small burger stall that which already doing well for years. Desa Ilmu now also undergoing a rapid development, mostly in setting up a new residential areas which gives us a huge opportunity to develop our business too.

MISSION

Producing one of the best quality with healthier and hygiene burger.

VISION

To be the one of the most successful fast-food restaurant in 10 years from now.

6.0 Marketing Plan

6.1 Introduction

S & G Burger is a start-up company. Marketing is really critical for the succession and future profitability. The basic market need is a high quality and creative design to attract customer consuming our product.

In marketing plan, we have include product description, target market, market size, competition, market share, sales forecast, marketing strategy, and marketing budget.

As a start-up company, marketing plan is a very important part that we should focus to ensure we do not have any major problems in the future. Yet, it is important to make sure we can achieve the number of target market and also the number of sale forecast.

To increase the quality and comfort ability for the customers, we must study the strength and weakness of the competitors that have been exist around us and other facilities that has provided must be taken seriously.