



اَوْنِيُوْ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



(ASPA CAFÉ)

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# Executive Summary

Aspa Café is restaurant that serves traditional and exotic food as well as presenting Borneo culture through the decoration within the restaurant and also cultural service from the waiter. Aspa café is located at Lot 24, Bintulu Central Blocks, 97000, Bintulu, Sarawak. The place chosen due to its strategic location and wisely be called located between the nearest groceries for fresh supplies and as well near to a housing area where majority of the customer will come from the homes nearby.

It is named Aspa Café because Aspa in kayan language literally means keeping the heritage alive. Aspa will serve foods where local people of Bintulu as well as foreigners get to experience cultural traditional as well as exotic food from the wild. It taste better than it looks although some may fear to eat such as Ulat Lumung, which is tree worm eaten by the indigenous people in the Hulu. It is the vision and mission of the restaurant that the business want to achieve as well as getting good consistent improvement through the sales.

The owner of the Aspa Café will be Joel Laing Luyoh. A guy who want to achieve a good achievement as well as nurture the culture and be pass onto generations and to teach younger generation that the culture can be maintain and even enhanced through business.

# CHAPTER 1: INTRODUCTION

## 1.1 INTRODUCTION TO THE BUSINESS

- i. **Name of the business** : Aspa Cafe
- ii. **Nature of business** : Partnership
- iii. **Industry profile** : Food Industry
- iv. **Business Location** : Lot 24, Bintulu Central Blocks, 97000, Bintulu, Sarawak
- v. **Date of commencement** : 20th June 2020
  
- vi. **Factors in selecting the proposed business:**
  - a) To serve indigenous traditional food
  - b) To expose the food culture as well as the background story of every meal
  
- vii. **Future prospects of the business:**
  - a) Expand the exposure of experiences globally
  - b) Becoming a well-known Top food culture in the country
  - c) Helping local farmers and breeder from the 'Hulu' in their business

## 1.2 PURPOSE OF BUSINESS PLAN

1. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. Thus, the employee can understand the work flow in the workplace and identify any wrongs then fix it
  
2. To analyze and evaluate the viability of a proposed venture. This to making sure that the quality of work and food in the restaurant is at good standard. At the same time, to improvise any cracks in the business work.
  
3. To convince local people to invest in the business in providing sources. These local people, especially in the 'Hulu' , will help in sending in groceries and stocks for the food and beverages needed. At the same time, helping in outspread the business to the headlines that we help them in their business of selling the goods.

### 1.3 BUSINESS BACKGROUND

- i. **Name of the business** : Aspa Cafe
- ii. **Business address** : Lot 24, Bintulu Central Blocks, 97000, Bintulu, Sarawak
- iii. **Correspondence address** : No.422, Taman Li Hua, Jalan Tun Hussein Onn, 97000, Bintulu, Sarawak.
- iv. **Website address** : AspaDiners.com.my
- v. **E-mail address** : AspaDiners@gmail.com
- vi. **Telephone number** : 086 - 3400422
- vii. **Fax number** : 142-575-0241
- viii. **Form of business** : Partnership
- ix. **Main activity** : Serve food and beverages
- x. **Date of commencement** : 20th June 2020
- xi. **Date of registration** : 11th April 2020
- xii. **Registration Number** : In Progress
- xiii. **Name of Bank** : AmBank
- xiv. **Bank account number** : 8881030990681