



اَوْنُوْرْسِيْوِيْ تِيْكْنُوْلُوْجِيْ مَّارَا
UNIVERSITI
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FUNDAMENTAL OF ENTREPRENEURSHIP

ENT 300

'KRABBA HUT'



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1.0 Introduction

A business plan is one of the steps to achieve the goals in the future business. For the business we worked together as a team to open up a business that is called The Krabba Hut. We have decided to open up businesses that are focusing to seafood waffle homemade burger. These business plans are made for those who enjoy the homemade burger and for seafood lover. This business is a partnership of 3 partners.

In our business, the decision is made after discussion among the partner. In addition, our marketing manager is responsible in completing the task that related to marketing such as in preparing the market plan, identified the market target and identified marketing competitors.

Lastly, our financial manager will handle the entire financial plan and gather all the information about the business budget in the business and preparing the budget and financial statement for the company.

1.3 EXECUTIVE SUMMARY

The Krabba Hut is the partnership business that consist 3 partners where share the same interest and passion to do dishes that related to seafood homemade burger. The partners are consisting of general manager, marketing manager, financial manager, administration manager and operational manager.

Furthermore, The Krabba Hut offers homemade burger with a twist of seafood patty and using waffle bun instead of regular homemade burger bun. As we all know, homemade burger are the fast food that everyone love to eat at any time they want especially during dinner.

After a few discussions we have decided to open our shop at Kuching because of the high population in the Kuching area and the strategic place to open up the business. Jalan satok are one of the most used roads for Kuching citizen. Our shops are near to the shopping mall, residence area and offices.

We expected to increase the number of customer and gain profit since we are the only shop that offers seafood waffle homemade burger in Kuching. Although Kuching has many competitors that sell homemade burger, we offer dishes that are different from any competitors so that we have the diversity of homemade burger.

Our mission and vision are to make our business to expand and be well known in Kuching and other area or other state. We also hope that we can gain the maximum profit but minimize expenses.

1.4 INTRODUCTION TO THE BUSINESS

- i.** Name of the business: Krabba Hut
- ii.** Nature of business: Partnership
- iii.** Business location: LOT 407, Ground floor AL-Idrus commercial center, Jalan Satok, 93400 Kuching Sarawak
- iv.** Date of commencement: 21 SEPTEMBER 2018
- v.** Factors in selecting the proposed business: To introduce the variety of homemade burger
- vi.** Future prospects of business: To expand the business to other country.

