



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ETR300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
S AND S RESTAURANT

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‘ **BERSATU BERUSAHA BERBAKTI** ‘

Sekian.

Yang benar

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i. EXECUTIVE SUMMARY

There are criteria and conditions that have to be fulfilled which require the involvement of effort and precision in order to open a business. Without such condition, the business cannot run properly and organizational goals will not be achieved.

Firstly, the entrepreneur has to get a business or trade license from related authorities as well as the location for the business. The business must be registered and recognized by particular department of government.

Secondly, the need and demands of the customer are to be recognized in order to satisfy them. This will be achieved by producing delicious traditional food that interests all parties. When these requirements are fulfilled, the organization can maximize the profits from the business and increase the number of customers.

Thirdly, the business sets goals, objective, mission and vision to direct the future of the business. Job description for each personnel in the business also specified to ensure everyone know how to do their part to run the business. The organization chart is used to show the hierarchy as well as to determine the leader of the business.

Fourthly, in order to run an organization, a sufficient amount of manpower and facility is needed to produce the product that we going to sell and maintaining the main workplace in the long run. The workers must be qualified, experienced and have a wide knowledge in traditional food. All these necessities are required in order to produce the foods that are on standard with customers' expectation.

The stated conditions need to be prepared beforehand before starting the business. All major aspects of planning have to be considered in order to ensure proper management of business in obtaining the goals of the organization. This include the financial plan that cover all other plan in business planning.

1.0 INTRODUCTION

1.1 NAME OF THE COMPANY

We decided our company's name as "S And S Restaurant" as it stands for the state from which we come from. Four of us, Cornelia Joyce, Cornilia Baun, Rachel and Wirani come from Sarawak meanwhile Nolin come from Sabah. We take this as an advantage to us as we know our traditional food more than some people. We also grab this opportunity to introduce our traditional food to the world. Therefore, our restaurant is specified in providing traditional food.

1.2 NATURE OF THE BUSINESS

Our restaurant will offer excellent service to the customer and at the same time our staff also has a higher skill of work, friendly and knowledgeable. We will be open from 10am until 11pm every day. There will be different menus available from time to time. For example, only breakfast menus will be available after 10, lunch and dinner menu available after 11am. However, these menus will be changed according to the company's consent. Nevertheless, our main target is to become customer favourite restaurant that serve traditional food.

1.3 ADDRESS

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Shoplot No.10,
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94300 Kota Samarahan,
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