



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN**

SIZZLING'S RESTAURANT

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Table of Content

Content	Page
Introduction	1-17
Administrative Plan	18-34
Marketing Plan	35-54
Operation Plan	55-70
Financial Plan	71-99

EXECUTIVE SUMMARY

Our company name is Sizzling's HotPlate Restaurant. The business has been decided on the form of partnership, which consists of five members. Each partner contributes certain amount of capital as agreed in our agreement. Our main business activity is to which we come with our homemade sauce special prepared by our restaurant. We have decided that our business will operate at Jalan Sultan Tengah, Salak Land District, 93500 Kuching Sarawak. It will fully operate on 1st December 2012.

All partners are encourage and entitled to participate in all the business management. We have agreed that **Elyin Joseph** as a General Manager, **Rujitah Binti Daud** as a Administrative Manager, **Nur Amirah Binti Alwi** will act as our Marketing Manager, **Mohamad Arfakhsy Bin Mohamad Adnan** as a Operation Manager, and **Famiza Elmida Binti Kipli** had been appointed as our Financial Manger.

The selections of the positions in our company are based on the ability and skills. All partnerships are the backbone in the business management because each of the partners plays an important role in the business activity.

Besides that, in order to run our business effectively, we also had hired twenty workers to assist us to run the restaurant. Our company also sends the workers for training to enhance and improve their ability, skills and expertise. This is to ensure that our company is able to produce high quality hotplate restaurant business which can meet and exceed our customers' expectation.

INTRODUCTION TO BUSINESS PLAN

Our company, Sizzling Hotplate Restaurant is form based on the partnership business which ventures in the production of western food using hot metal plate. The business consists of five partners. In the agreement letter, all partners had agreed that the amount of capital, profit and loss will be contributed and divided equally. We are selecting the food production because food is an essential element in human life. In our business, we are producing three different homemade sauces which are mushroom cream sauce, black pepper and barbeque sauce. Besides that, our restaurant uniqueness served western food using hot metal plate so that it can keep the food warm and fresh and the sauces remain juicy . The partnership in business is a perfect option because all partners will share ideas and information in order to drive the business towards successful venture.

Name of the Company

Sizzling Hotplate Restaurant is the name of our company. The idea and the name behind the logo was to use something simple that people can easily remember. Our menu is not as an ordinary western that we normally seen at the market as we come with self made sauces and uniqueness using hotplate. The name of our company has been decided after the discussion and agreement among the member of the shareholders. With this name, we will produce various recipes served using hot metal plate with high quality that can fulfil the customers demand and exceed the customers' expectation as well.

Nature of Business

We had chosen partnership as the nature of our business. All members of the company will be involved directly in the business activities to ensure successful execution of our business. The reasons why we choose the partnership business are:

- When there is more than one owner, the ability to raise funds may be increased because there is contribution from all partners.
- There will be wider pool of knowledge, skills, ability, expertise and contacts among the shareholders.
- To avoid the misuse of the resources in the company.
- More cost-effective because each partner specialize in certain aspects of the business.