



UNIVERSITI  
TEKNOLOGI MARA  
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## MALAYAN CHICKEN RICE



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## 1.0 EXECUTIVE SUMMARY

We name our company as the Malayan Chicken Rice Shop. Our business consists of four persons. Our restaurant, the Malayan Chicken Rice Shop is a full service restaurant located No 21 Taman Barakah, 17500, Tanah Merah, Kelantan. Our restaurant offers a special menu that uses recipes from several generations and is changed to be a unique and slightly different menu with affordable prices. Chicken rice is our special menu, but usually chicken rice is served with soup and grilled chicken, but we have made the difference by turning grilled chicken to organic fried chicken. We will offer free drinking water to all customers and discount during any festivals or special day. Malayan Chicken Rice Shop intends to cater a wide group of people. Our team wants everyone to feel welcome and enjoyed in a peaceful atmosphere with a wide with dining at our restaurant.

The mission of our restaurant is to be the remarkable restaurant in Tanah Merah by sharing our family's original menu while the customers enjoying the environment in classic decoration at our restaurant. Our restaurant is a suitable place for the customers to celebrate their life's special moments by offering discounts, best service, special menu special decoration and others. As for the vision of our business, we want to provide our customers with a unique, delicious and represent the best quality of menus and services. Our customers should enjoy our menu because the menu is different and cannot find in others restaurant.

The idea to start our business came from our business partners. A part of our business partners' family has their own secret recipe for making Nasi Ayam. Therefore, she has an idea to create the Nasi Ayam like her family, but she wants to change some of the recipes to be different from the others. We had a discussion and decided to start a business together by opening a restaurant that provides best menu at a reasonable price. The restaurant will provide a high quality menu at a very average price to enable many people from all kinds of status to come to our restaurant.

The Malayan Chicken Rice Shop marketing strategy is to emphasize the quality and price of our products and services to our customers' need. We offer the affordable price because many people in area of Taman Barakah have a very low income. The uniqueness of our restaurant gives an extra point to our business strategy. This is

because in order to complete rivals, we need to find our specials as well as considering the customer need and want.

For the target market of our restaurant are based on these three factors consists of demographic, geographic and psychographic factors. The first market segmentation is geographic segmentation. We have decided to open and establish our business in Taman Barakah. As we can see, geographic segmentation plays a really crucial role when we want to start a business. We as a team believed that if we open the restaurant in that area, it can contribute to the successfulness of our business as it is going to be established at a very strategic location. The second market segmentation is demographic segmentation where the customer will be segmented according to their age, race, gender, family size, income and education. Last but not least, psychographic segmentation, where we observed the customer's buying their desire in foods.

The management of The Malayan Chicken Rice Shop consists of 4 lead workers, which are, Aziqah, Amirah, Amirah Syarwarshah and Q'raati Fatihah. Our workers have an extensive experience in finance, administration, sales, accounting, marketing and operation. These workers will work together as a team and carry out the role responsibility together.

Our business company has five responsibilities of management. It is includes general manager, operation staff, marketing staff, finance staff and human resources staff. For general managers' responsibilities, it includes in overseeing daily business activities, improving overall business functions, training heads of departmens, managing budgets, developing strategic plans, creating policies and communicating business goals. Next, human resources staff responsibility is to support the operation by supervising. They also need to work out the human and material resources needed and drafting timescale for the job so that the operation of the company will run smoothly and estimating costs and also setting the quality standard of the operation. For operation staff, their responsibility is to monitor all activities including the process to prepare the food, to serve the food, testing to ensure the quality of the food that we served. Coordinate with Manager to schedule team meetings and to provide follow-ups. Participate in customer meetings and distribute minutes of meetings to the operations team. Store file and retrieve corporate documents and reports as and when needed. Marketing staff responsible to research and report external opportunities and understanding current and potential customers in the

Malayan Chicken Rice Shop involve in developing marketing strategy and plan, managing the marketing mix for the company and develop the pricing strategies. Last but not least, financial managers' responsibility is to help to do financial project, information and accurate reports for the company and interpreting cash flows, predicting future trends, formulating strategic and long-term business plans for the company and researching and reporting on factors influencing business performance and analyzing business performance and analyzing competitors, market trends of the Malayan Chicken Rice shop.

In conclusion, these are an overall summary of our business plan for the Malayan Chicken Rice Shop. Plus, brief explanation in executive summary will make us understand with the flow of business that the Malayan Chicken Rice Shop to achieve the goals, visions and missions of our business.

