



اَوَّلُ سُنْبُونِي تَبِيكُونِ لَوِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS MANAGEMENT

ENTREPRENEURSHIP ( ENT300 )

“ BORNEO LOCAL FOOD RESTAURANT “

PREPARED FOR :  
DR. NABILA AZWA

PREPARED BY :

KATHY KANAM	2013122751
FAIZES REZWIN	2013151359
NORAIN AZWANAH	2013725021
NOOR HAZRIEZH TAMIN	2013995187
NURADILAH RAIPEN	2013946521

## TABLE OF CONTENT

CONTENT	PAGES
1. INTRODUCTION	5
1.1 Executive Summary	5
1.2 Purpose	5
1.3 Company/Business Background	6
1.4 Shareholders'/Partners/Owners' Background	7
2. ADMINISTRATION PLAN	12
2.1 Organization Chart	14
2.2 List of Administrative Personnel	15
2.3 Schedule of Task and Responsibilities	16
2.4 List of office and equipment	17
2.5 Schedule of remuneration	18
2.6 Administration Budget	19
2. MARKETING PLAN	20
3.1 Profile of Product/Services	21
3.2 Target Market	22
3.3 Market Size	25
3.4 Competition	26
3.5 Market Share	28
3.6 Sales Forecast	29
3.7 Marketing Strategies	31
3.8 Marketing Budget	31
3. OPERATION PLAN	33
4.2 Process Flowchart	36
4.3 Material Requirement	37
4.4 Manpower requirement	41
4.5 Machines & Office equipment	43
4.6 Capacity planning	45
4.7 Operations Overhead	46
4.8 Layout plan	47
4.9 Operation Budget	49

5.FINANCIAL PLAN	50
5.1 Expenditure	52
5.2 Project Implementation Cost	55
5.3 Sources of Financing	57
5.4 Table of Depreciation	58
5.5 Cash Flow Proforma	62
5.6 Profit and Loss Proforma	63
5.7 Balance Sheet Proforma	65
5.8 financial performance	65
5.9 conclusion	65
6.APPENDIX	66

## 1.0 INTRODUCTION

### 1.1 Executive Summary

*The Local Food Restaurant will establish in    that provided special menu that may attract people such as tourist and also local people . This restaurant also creating a successful business whereby wholesome food and beverages that usually popular by each ethnics in Sabah were promote to make Sabah Borneo be known among customers , local people , or tourist .*

### 1.2 Purpose

*The purpose of this business or company is .*

*To identify the opportunities to expand the business that rarely to found in market .*

*Second purpose is , in order to sustain and succeed in this food business we should to make something different and unique among others .*

*Third is , identifying the problem or the obstacles that might possibly occurs .Fourth is , respectively money and the resources so this may prevent waste and misuse of money and resources .*

## **1.3 Company/Business Background**

### **Project Site Location**

*Location of the project site selected to conduct this business is in Lot 25 , Lorong Inanam Plaza , 88450 Inanam Kota Kinabalu , Sabah . As we know , Inanam is a popular industrial center and it is the focus of the residents around Kota Kinabalu . System infrastructure such as road connection and parking make it easy to transport and supply of goods and also provide convenience to the user . Apart from that all supplies of raw materials for use in our business is close to this location . It facilitates making raw material cost savings and fast delivery with the availability of the infrastructure . Things are still not there , especially businesses that perform activities similar to this except eatery that sells goods or food . In this case , there was no direct competition in the vicinity of this location .*

### **Position Physical**

*Our business location is situated in a strategic business area with good infrastructure . Residents regardless of age and race is concentrated in the industrial centers . The customers who come can also dine at some eateries available around the area . Therefore it is fitting that we open up business opportunities as we run . In addition , the supply of raw materials is also readily available as well as a system . Transport and good roads will accelerate the delivery of raw materials to meet customer needs*

### **Building**

*The building is constructed of solid concrete and recently completed at the end of October 2016 . The developer will lease retail space with an area-specific area . The*