



اوتو تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA



FACULTY : FACULTY OF BUSINESS MANAGEMENT
PROGRAMME : BACHELOR OF OFFICE SYSTEM MANAGEMENT
(HONS.)
PROGRAMME CODE : BA232
COURSE : PRINCIPLES OF ENTREPRENEURSHIP
COURSE CODE : ENT 530
SEMESTER : PART 3
GROUP NAME : BA232 3B

GROUP MEMBERS	MATRIC NO.
NURUL FARHANA BINTI MOHAMMAD SUHAIMI	2019530347
SITI NURASMA'E BINTI SHABUDIN	2019705225
ASMAT WAHIDA BINTI ZAINUDDIN	2019722907
NUR SYARAFINA BINTI MOHAMMAD SAIFUZZAMAN	2019326731
YUSRINA BINTI AHMAD KAMAL	2018234902
NOR AIRIN BINTI OTHMAN	2018635246

SUBMITTED TO
LECTURER : MADAM ASMA SHAZWANI BT SHARI
SUBMISSION DATE : 18 December 2019

Table of Contents

Executive Summary	1-2
Company Profile	3-6
Environmental Industry Analysis	7-18
Description of Venture	19-22
Operation Plan	23-40
Marketing Plan	41-54
Organizational Plan	55-70
Financial Plan	71-82
Conclusion	83
Appendices	i

1.1 EXECUTIVE SUMMARY

MISO Sate was founded in January 2019 which is located in Jalan Lembah Sireh, Kota Bharu, Kelantan and has registered under the name of MISO Sate. The objective of the operation is

to introduce variety satay products throughout Malaysia as well as introducing existing traditional foods as easily available in the national market.

MISO Sate aims to offer products at a competitive price to meet the demand of the middle to higher income local market area, tourists and students around Kelantan. Our target market is local people at Kelantan especially at Kota Bharu. Our restaurant offers variety of satay and released a unique variety of satay including rabbit, deer, duck and so on. MISO Sate not only focus on satay but also have another food such Korean food. MISO Sate Initial financing requested is a RM50,000 loan to be paid off over 6 years. Our capital to open this restaurant about almost RM150,000, this capital we use to buy all ingredients to make our product, utilities, advertising and others.

2.1 INTRODUCTION

MISO SATE
Lot 5050, Jalan Lembah Sireh
15050 Kota Bharu, Kelantan

Our restaurant is located at Jalan Lembah Sireh, Kota Bharu, Kelantan. We choose this location because of its strategic which is near at city, mall, especially from educational institution which is University Technology Mara (UiTM) campus Kota Bharu and Kolej Poly-Tech MARA Kota Bharu (KPTM).

- CO-OWNERS** : Nurul Farhana bt Mohammad Suhaimi
Siti Nurasma'e bt Shabudin, Asmat
Wahida bt Zainuddin
Nur Syarafina bt Mohammad Saifuzzaman,
Yusrina bt Ahmad Kamal,
Nor Airin bt Othman
- TELEPHONE NUMBER** : 09-9887655
- E-MAIL ADDRESS** : MISOSATE@gmail.com.my
- WEBSITE** : www.misosate.com
- DESCRIPTION OF BUSINESS** : This business provided food and drink to the customer with affordable price. The main food in the business is "SATE". All ingredients of Sate using the original recipe from generation to generation. However, the customer also can get other side dish in our restaurant which is Korean food, signature drink and other drinks. Our main attraction is a smoke exhaust pipe grill which is not available in other sate restaurant.
- FINANCING** : Initial financing requested is a RM50,000 loan to be paid off over 6 years. This debt will cover renovate building, table, chair, office equipment, and grill. Our capital to open this restaurant about almost RM150,000, this capital we use to buy all ingredients to make our product, utilities, advertising and others.

2.2 BACKGROUND OF COMPANY



MISO Sate was founded in January 2019 which is located in Jalan Lembah Sireh, Kota Bharu, Kelantan and has registered under the name of MISO Sate. All of us were decided to take the name of "MISO" as our company's name that has its own meaning which is smile. We choose this name because we want to make our customer happy by trying out the various satay and the facilities. The objective of the operation is to introduce variety satay products throughout Malaysia as well as introducing existing traditional foods as easily available in the national market. The management of MISO Sate consist 6 top management workers which is Farhana, Asma'e, Wahida, Syarafina, Yusrina and Airin. MISO Sate provided variety of satay which is chicken, meat, wagyu and others. MISO Sate also have another side dish which is Korean food.

VISION	Diversify commercial sate products to meet market and international demand.
MISSION	<ol style="list-style-type: none">1. Our main mission are as follows:<ol style="list-style-type: none">i. Have a great food selectionii. Efficient and superior customer service2. MISO Sate will be the restaurant of choice for old and young, male and female.3. To reach our goal, we combine variety, entertainment, ambience and an efficient staff to create sense of 'place'.