



UNIVERSITI TEKNOLOGI MARA
SABAH

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN
"CONTAINER CAFE"

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EXECUTIVE SUMMARY

The name of our company is CONTAINER CAFE. Our business is to provide food to the customer. Our main food is burger which has variety of choice with set and ala carte. Moreover, our company's provide a healthier burger because it contains vegetables and a non oily meat. The nature of our business is partnership.

Our company is located at Oceanus Mall, Kota Kinabalu. We expect to start our business on 1st of October 2015. The location is very suitable for youngsters around there to try our company's food. There will be foreigners and also local people that can be attracted to buy food in our restaurant. We expect to have at least 5% and 7% sales of our business on second and third year respectively.

PURPOSE OF BUSINESS PLAN

- 1 To make the entrepreneur to realize our dream to establish the business organization which developed and competitive.
- 2 As a guideline for the management department to supervise the business progress.
- 3 As a guideline to analyze and evaluate our business performance level.
- 4 To learn about aspects to run business strategies.
- 5 To forecast the trouble that may be faced.
- 6 To encourage youngsters to have a realistic and well organized idea.

2.0 ADMINISTRATION PLAN

2.1 INTRODUCTION

A business will be labeled as a successful business if the business planned very effective and systematically. To ensure the success of any business it may require an administration executive. In this administration plan there are many important things in our organizational such as our vision and mission, organizational chart, task and responsibility of the staff, remuneration scheme and administration budget. From this administration plan, we will be able to know that this business management is in a good condition by conducting the organization activities in order to achieve our vision, mission and objectives.

VISION

To be the first cafe that made from container in Sabah and providing healthy food to our customers.

MISSION

To become one of the most popular café in Sabah by fulfilling the satisfaction of customers.

OBJECTIVES

1. To provide healthy food.
2. To compete successfully with others in local market.
3. To give entertainment and create harmonious environment with acoustic performance.