



UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

AYAM KAMPUNG ROASTED RESTAURANT

PREPARED BY

ASYBEL FERRA ANAK RUNJIN	2012127371
SYLVIA EMPO JULAY	2012311019
SUEZANE KUAB NGILO	2012714141
CAVALERA ANAK DAVIS	2012763681
CHRISTINLEN MIMILLY MATHEW	2012389059

TABLE OF CONTENTS

1.0.	BUSINESS PLAN	1
1.1.	SUBMISSION LETTER	2
1.2.	ACKNOWLEDGEMENT	4
1.3	EXECUITVE SUMMARY	5
1.4	INTRODUCTION TO BUSINESS PLAN	6
1.5	PURPOSE OF BUSINESS PLAN	7
1.6	LOGO OF THE RESTAURANT	8
1.7	PREMISE LOCATION	9
1.8	PARTNERSHIP AGREEMENT	12
1.9	MISSION	15
1.10	VISION	15
1.11	FUTURE PROSPECT OF BUSINESS	15
1.12	BUSINESS BACKGROUND	16
1.13	PARTNERS BACKGROUND PROFILE	17
2.0	ADMINISTRATION PLAN	22
2.1	INTRODUCTION TO ADMINISTRATION PLAN	23
2.2.	OBJECTIVE OF ADMINISTRATION PLAN	24

Surat Kami : 100-UiTMKS2 (HEA. 30/7)
Tarikh : 19 DISEMBER 2014

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

BIL. NO. PELAJAR NAMA PELAJAR

- | | | |
|----|------------|----------------------------|
| 1. | 2012127371 | ASYBEL FERRA AK RUNJIN |
| 2. | 2012763681 | CAVALERA AK DAVIS |
| 3. | 2012389059 | CHRISTINLEN MIMILLY MATHEW |
| 4. | 2012714141 | SUEZANE KUAB NGILO |
| 5. | 2012311019 | SYLVIA EMPO JULAY |

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Sains** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **PUAN NORAIIDA BINTI OMAR** di talian (019-4395700) sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar,



BAIZURA BINTI IBRAHIM
Pegawai Eksekutif
Bahagian Hal Ehwal Akademik
bp Rektor

1.3 EXECUTIVE SUMMARY

Ayam kampung Roasted Restaurant is partnership business collaboration among five talented professional individuals armed with extensive experiences, dedications and confidence.. Whereby, Asybel Ferra ak Runjin as the General Manager, Sylvia Empo Julay as the Administration Manager, Suezane Kuab Ngilo as the Marketing Manager, Cavalera ak Davis as the Operational Manager and lastly Christinlen Mimilly Mathew as our Financial Manager.

The nature of our business is selling and serving roasted “ayam kampung” with different ingredients which is our specialities in our restaurant. Our customers are free to choose and order their food and it is our pleasure to serve them with our very fresh, delicious and healthy roasted “ayam kampung”. Other specialities that we portrayed is by roasting the “ayam kampung” with firewood in order for it to be moist and well-prepared before being serve to our customers. We managed to deal with our suppliers whom provide us with enough raw materials in order to run our business smoothly.

Our business is expected to be launched on the 1st January 2016 and our vision is to become the marker leader in food industry and the most well-known restaurant which provides fresh, delicious and healthy roasted “ayam kampung” to our customers at a fair price. Serving healthy food by choosing the right ingredients does fulfill the customer’s demand by providing healthy food yet with a new favourable taste. Thus, it is very important in maintaining our market and profits.

To conclude, we had decided to start making “Great food at fair price”. Specialising in delicious and healthy organic food and motivated by the belief that when it comes to choosing the right ingredients, “Simplicity is the best flavour”. In order to succeed in the business each of us giving fully cooperation and commitment and remain focus on our aim to be more successful, creative, innovative and productive in future.

1.4. INTRODUCTION TO BUSINESS PLAN

Name of the Business

We decided to name our restaurant as Ayam Kampung Roasted Restaurant. The reason we chose this name because it is related to the product that we will be selling and serve to our customers. The roasted “ayam kampung” which is the main dish is roast using firewood in order for the chicken to be completely cooked. Therefore, we will be able to serve a fresh, juicy, moist and healthy roasted “ayam kampung” to our customer.

Nature of Business

The nature of our business is serving roasted “ayam kampung” to the customer as our main dish at our restaurant. Since we are using “ayam kampung” as our main dish, we roast the chicken by using firewood so that the chicken will be well-prepared within a short time to allow our customer to enjoy their food without waiting for too long. We are also serving other side dishes along with the roasted chickens such as white rice, soups, salad and sambal.

Industry Profile

The industry that we are venturing is quite competitive because there are also other potential restaurant nearby that serve chicken as their main dish at our business location. However, we decided that we wanted to start making great food at fair price. Specialising in delicious and healthy organic foods and motivated by the belief that when it comes to choosing correct ingredients, “Simplicity is the best flavour”.

On the other hand, people nowadays tend to explore and try new cuisine which is rare in the market. High demand in healthy food as well will become a good opportunities and advantages for our restaurant to penetrate into other states in Malaysia or even further into international.