



UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA SAMARAHAN 2

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

“F5’S STEAMBOAT AND GRILL”

PREPARED BY:

MUNAI ANAK MAJING	2012966815
DIVYA ANAK PENNY	2012964291
MELVINA SELVIA ANAK KENNY	2012789061
SUZIE SUDAN ANAK NYUIN	2012373905
NANCY USUN DING	2012906227

DIPLOMA IN OFFICE MANAGEMENT

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ENT300 Students (Part 5),
Diploma in Office Management (BM118),
UiTM Kota Samarahan 2,
94300 Kota Samarahan,
Sarawak.

Puan Noraida Omar,
Lecturer of Fundamentals of Entrepreneurship (ENT300),
UiTM Kota Samarahan 2,
94300 Kota Samarahan,
Sarawak.

Dear Puan Noraida,

SUBMISSION OF BUSINESS PROPOSAL

According to the title above, we would like to submit our business plan on the name of F5's Steamboat and Grill consists of all the detail, example, the document and the following procedure.

This report consists of important components and aspect that have been considered and aspect that have been considered in the beginning of the business. It includes our business profile, structure administrative, financial, marketing, and operation aspect plus all other information regarding the business plan.

There is the list of entire group members that is involved in the process of completing the business plan:

- Munai anak Majing
- Divya anak Penny
- Suzie Sudan anak Nyuin
- Melvina Selvia anak Kenny
- Nancy Usun Ding

We hope that you will be satisfied with our business plan and this business plan would benefit and educate individual concerned. All your kindness and corporation is much appreciated. Thank you.

Yours sincerely



Munai Anak Majing
General Manager of F5's Steamboat and Grill

EXECUTIVE SUMMARY

F5's Steamboat and Grill is founded in the year of 2015 and is a special concept restaurant targeted to have demand in the steamboat restaurant in the near future. It is formed under the Business Registration Act 1956 (Amendment 1978) and Procedures of Business Registration 1957 where we form a partnership. Our steamboat restaurant is located at the Desa Ilmu, Kota Samarahan.

F5's Steamboat and Grill with a concept "Treat Yourself and Enjoy Food" for customers to experience with variety of seafood, chicken and beef meat as a main dishes. Customers can take their time to enjoy all food which they want with only RM20 per entry.

We define our market as dining restaurant open for all. The total market size is approximately 94566 people for the year 2010. We currently will be holding 50% of this market and believe we can capture another 5% of it by 2020. Some of our most notable customers include the meat lovers especially family, teenagers, and even domestic and international tourists.

We compete directly with Bamboo House Steamboat. We have a competitive advantage because we are near to the residential area and we see this as a positive factor since we can do an entirely new and fresh promotion of the restaurant. We do not anticipate new companies to enter this market.

The greatest risk associated with our business today is the fact that we are new in the industry. We feel we can overcome this risk because we believe that even the slightest effort of promoting will bring us up to the top if we do it right the first time. Our biggest recognize opportunity would be the

INTRODUCTION

Name of the Company

The name of our company is F5's Steamboat & Grill which was decided after a brainstorming session together with all the partners. F5 stands for five friends which explain our friendship. Steamboat and grill expresses that our main dishes are seafood, meat and any other various types of food. The name is very direct to show the expertise and what we are specializing in which seafood is a based product. We find this name very interesting because it is easy to pronounce and memorable to our customers.

Nature of business

We have chosen to be in food industry and our main expertise would be in providing dining services such as seafood, chicken, meat and any various types of food in our business. The nature of our business is steamboat in town with the concept of Treat Yourself and Enjoy Your Food whereby the customers can take their time as many time them want to enjoy the foods with only need to pay RM20 per person. Customers will have options to taste and eat any types of foods that they want.

Industry Profile

Steamboat also known as hotpot. Hotpot or commonly refer as steamboat, refer to several East Asian varieties of steamboat stew. It consists of a simmering metal pot of stock at the centre of the dining table. While the hotpot is keep simmering, ingredients are placed into the pot and are cooked at the table. Typical hotpot dishes include meat, vegetable, eggs, dumplings and seafood.

Location of the business

Our steamboat restaurant is located at Desa Ilmu, Kota Samarahan, Kuching which is situated at Jln Dtk Mohd Musa. The location is very strategic because it is