



اُنْبُوْرُسِيَّتِي تِيَكْنُوْلُوْجِي مَارَا
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FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

BM118

ENT 300

TENTANG BULAN RESTAURANT

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EXECUTIVE SUMMARY

A restaurant is a business in which prepares and serves food and drinks to its customers in exchange for money; paid before or after a meal or with an open account. Meals (and drinks) are generally served and eaten on the premises, but many restaurants also offer take-out and food delivery services.

Restaurants vary greatly in appearance and offerings; including a wide variety of cuisines and service models.

There are important criteria and prerequisites that must be fulfilled which require the involvement of the effort and the precision of offering our services and products. Without such a requisites and prerequisites, the business cannot be run properly and the company's organizational goals will not be achieved.

First, the company has to obtain a business license from relevant authorities. The company must be registered and recognized by certain departments of the government such as the Health District Affairs on the regulation of the operation of the business.

Second, the needs and demands of the customers are to be recognized in order to satisfy them. This can be done via market research and by providing better products and services that is also unique compared to our competitors, especially the one selling "kampong" styled foods and drinks. When the requirements are fulfilled, we then can maximize the profits for the business and then increase the number of our customers.

Thirdly, all of the important machinery, equipment and materials have to be checked if it is correct to ensure that the business runs smoothly and without any technical disturbance.

Finally, in order to run an organization, a sufficient amount of human resources is needed in order to produce high quality food and drinks and to maintain the main workplace in the long run. The workers also must have proper communication skills.

FACTORS IN SELECTING THE PROPOSED BUSINESS

- a) The lack of kampong styled restaurant in Sarawak is one of our biggest factors in selecting this proposed business. Sarawakian loves to eat kampong styled food so it is one of the biggest factors.
- b) We have a definitive style and taste of food that will surely bring people in our restaurant
- c) We want to show the culture of Malaysia's traditional food to the outside world, lately a lot of traveller has come to Malaysia to learn the culture and tradition of our country and what better way to do it than taste.

FUTURE PROSPECT OF THE BUSINESS

For the future prospect of the business, we are targeting adults who are in their mid 20's and an older person who loves the taste of kampong styled foods. We would also like family to come to our restaurant to enjoy the joyous surroundings that is suitable for them. We promote friendliness and a happy environment so a family is the main future prospect.

BUSINESS PLAN PURPOSE

- Allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.

The collapse of many business ventures can be attributed to the decisions and planning of the entrepreneurs who rely more on emotions and gut feeling rather than objective and rational considerations. With a Business Plan the entrepreneur has solid and well-grounded information to supplement the planning and decision making process. This way, the entrepreneur has a more realistic and practical business plan.

- To analyse and evaluate the viability of a proposed venture.

A Business Plan can be used as a basis of determining the viability of a proposed business venture. The information gathering and analysis is that done as part of preparing the Business Plan can give an early indication as to the viability of a project. Hence, the entrepreneur can make a better judgment before investing in the proposed venture.

- To convince relevant parties of the investment potential of the project.

The Plan can also be used as communication tool to convince potential investors of the viability of a proposed venture. The availability of a Plan will boost the confidence of interested parties of finance the cost of venture. Potential investors may include financial institutions, private investors, suppliers and also government agencies,