



اَوْنِبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

PARADISE GRILLED

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## **SUBMISSION LETTER**

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16 September 2013

Madam,

### **SUBMISSION OF BUSINESS PLAN**

As stated, I, Siti Zuana Era bt. Samsudin, as the General Manager of Paradise Grilled, acting on behalf of my fellow group partners, would be interested in submitting our Business Plan for your analysis and references.

2. We have tried our best to prepare this business plan with all data compiles for your good judgments. This working paper is a group effort and all experiences gained are valuable lesson for entire group members.

3. It is hoped that through the Business Plan proposed we are able to improve our presentation appropriately. We also hope that our business plan will satisfy your requirement for this subject (ETR300). All information should be available in the Business Plan included together with this letter. Your time and support is highly appreciated.

Sincerely,

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## **EXECUTIVE SUMMARY**

There are criteria and conditions that have been fulfilled which require the involvement of effort and precision of producing our products. Without such conditions, the business cannot run properly and organizational goals will not be achieved. These conditions must be achieved in order for the business to take position in the first place.

Firstly, the organization has to attain a business or trade license from related authorities due the organization's location. The organization must be registered and recognized by the particular departments of government in food product.

Secondly, the needs and demands of the customers are to be recognized in order to satisfy them. This will be achieved by producing the best quality of grilled food that interests all parties. When these requirements are fulfilled, the organization can maximize the profits from the business and increase the number of customers.

Thirdly, all the machineries, equipment and materials will be checked and rechecked to ensure no contamination on the goods and avoiding risk to customers' health when purchasing our products. This is important not just for the purpose of gaining customer, but also in order to maintain the trust and existing number of customers. It is their rights according to the law to buy and purchase quality products from the providers, and must also be treated in a proper order.

Fourthly, in order to run a business, a sufficient amount of human resource is needed in order to produce "grilled food" of the best quality. The workers must be qualified and had experienced handling this type of business. All these necessities are required in order to produce the foods that are on standard with customers' expectations.

The stated conditions need to be prepared beforehand before starting the business. All the major aspects of planning have to be considered in order to ensure proper management of the business in obtaining the goals of the organization.

## **1.0 INTRODUCTION TO BUSINESS PLAN**

### **1.1 NAME OF THE COMPANY**

We decided our company's name as "Paradise Grilled" as it gives some special meaning to us. We choose this name as "Paradise Grilled" as it is more likely can enhance our appetite. We are hoping that customers are being attracted to our restaurant and to fulfill their taste on grill food. Our restaurant is specified in providing grill food which is to be served together with "rice".

### **1.2 NATURE OF THE BUSINESS**

Our business is involved in producing and selling of grilled foods. We will provide better service to the customer and at the same time our staff also has a higher skill of work, knowledgeable and ability to manage our restaurant. Furthermore, our main objective is to give maximum satisfaction to each our customer by providing them a tasty and delicious food and good service. In addition, everyone can enjoy our product as we provide halal food.