



اوتنوورسيتي تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

UNIVERSITI TEKNOLOGI MARA SARAWAK  
KAMPUS KOTA SAMARAHAN 2

ENTREPRENEURSHIP (ENT300)

**“D.I.Y NOODLE HOUSE”**

Prepared by:

SITI NURKAYAH BINTI JAWAWI (2012265306)

VICTORIA ASONG STEPHEN (2012811166)

AHMAD SABQI ATIQURAHMAN BIN MANSOR (2012202612)

ALBERT ANAK BANSA (2012823722)

MOHD. NAZRI BIN ZULKARNAIN (2012250162)

DIPLOMA IN TOURISM MANAGEMENT

9 SEPTEMBER 2014

ENT300 Students (Part 5),  
Diploma in Tourism Management (HM111),  
UiTM Kota Samarahan 2,  
94300 Kota Samarahan,  
Sarawak.

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**Mdm. Noraida Omar,**

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

9 SEPTEMBER 2014

Dear Mdm. Noraida,

**Re: Submission of Business Proposal**

As the representative of our company, I would like to hereby present to you our proposed business plan for our ENT300 Entrepreneurship project. We have decided to open a "Do it yourself" based concept restaurant called "D.I.Y Noodle House". Together with this letter we include our business plan.

2. First of all, we would like to thank our respected lecturer Mdm. Noraida Omar for your kindness, support and generosity in guiding and leading us to finish this business plan. Without your advice, we certainly would not be able to come out with such proposal.

3. We will share and use the knowledge that we have learnt wisely especially if we want to seriously get ourselves involved with the industry in the future. We are willing to accept or hear any comments from you regarding this business plan. Thank you.

Yours sincerely,



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(SITI NURKAYAH BINTI JAWAWI)

General Manager of D.I.Y Noodle House

## TABLE OF CONTENTS

### 1. GENERAL PLAN

<b>Subject</b>	<b>Page</b>
Executive Summary	1-2
Introduction	3-8
Business Location	9
Business Purpose	10
Company Background	11
Partners Background	12-16
Partnership Agreement	17-21

### 2. MARKETING PLAN

<b>Subject</b>	<b>Page</b>
Introduction	22-24
Marketing Concept	25
Marketing Objectives	26
Product Description	27
Service Description	28
Target Market	29
Market Segmentation	30
Market Size	31
Market Competitors	32
Strength of the Company	33
Market Share	34-35
Sales Forecast	36-37
Marketing Strategies	38-41
Marketing Budget	42

## EXECUTIVE SUMMARY

D.I.Y Noodle House is founded in the year of 2014 and is a special concept restaurant targeted to have demand in the noodle industry 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 restaurant is located at the Boulevard Shopping Mall, Kuching whereby our main office is located in Desa Ilmu, Kota Samarahan.

D.I.Y Noodle House makes dining a "Do It Yourself" concept for customers to experience with noodles served as main dishes. We provide two (2) hours duration to every customer entering our premise to dine in and have as much as they can with only RM16 per entry. Our company produces mainly local noodle dishes such as Laksa Sarawak, Kolok Mee, and Kueh Tiaw besides serving beverages and desserts as well. Presently, our restaurant is still in the introductory stage. It competes primarily based on the concept of D.I.Y itself whereby we see has never been adapted towards the selling of noodles before. Our future plan includes developing new branches of the restaurant in Miri and Sibul as well in about five (5) to ten (10) years time.

We define our market as dining restaurants open for all. The total market size is approximately RM3, 956, 352 for the year of 2014, and is expected to grow by 0.73% by 2015. We currently will be holding 15% of this market and believe we can capture another 5% of it by 2016. Some of our most notable customers include the noodle lovers especially besides families, teenagers, and even domestic and international tourists.

We compete directly with The All Joy Restaurant, Boulevard and Only Mee Restaurant. We have a competitive advantage because we are new in town 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 actually 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 demand for dine-ins at



## **INTRODUCTION**

### **Name of the company:**

The name of our company is “D.I.Y Noodle House” which was decided after a brainstorming session together with all the partners. “D.I.Y” here stands for “Do It Yourself” which explains the concept of our restaurant and our service method. “Noodle House” simply expresses that our main dishes are noodles of various types. The name is very direct to show the expertise and what we are specializing in which is noodle based products. We find this name catchy because it is easily pronounced and memorisable by our customers.

### **Nature of business:**

We have chosen to be in the food industry and our main expertise would be in providing dining services with a strong influence of noodle as the main course. The nature of our business is to provide the best noodles in town with the concept of D.I.Y whereby the customers are provided with two (2) hours duration for dine-in with only the need to pay RM16 per person. Customers will have options to taste and eat any types of noodles that they want within the two (2) hours. We also provided beverages and desserts together in the course for the enjoyment of our customers.

### **Industry profile:**

Continued soft global economic conditions in 2013, coupled with consumers' worries about the General Election in Malaysia, are limiting the consumer spending confidence. Consumers are also fearing for their jobs and in turn spending more time at work. Therefore, they are juggling more hectic lifestyles and seeking convenient solutions including meals in their daily lifestyles. Research by Euromonitor International stated that over the forecast period, noodle is expected to register positive constant value growth, though at a slower rate than during the review period. The increased maturity of noodles, given it is a staple food for many consumers, will