



UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

HOUSE OF CRABS

PREPARED BY:

CASSANDRA RENEE ANAK DAN	2012130721
ALICE ANDREW	2012150879
LAURRINE LAING	2012368553
CORNELIUS ANAK PAUN	2012532237
CYNTHIA SETANGKAI RABONG ANAK BRITA	2012739441

DIPLOMA IN SCIENCE

MARCH 2015

TABLE OF CONTENTS

NO.	CONTENT	PAGE
1.0	BUSINESS PLAN	-
1.1	SUBMISSION LETTER	<u>5</u>
1.2	ACKNOWLEDGEMENT	7
1.3	EXECUTIVE SUMMARY	<u>8</u>
1.4	INTRODUCTION TO BUSINESS PLAN	<u>9</u>
1.5	BUSINESS PLAN PURPOSE	<u>15</u>
1.6	PARTNERSHIP AGREEMENT	<u>18</u>
1.7	PARTNERSHIP PROFILE	<u>19</u>
2.0	MARKETING PLAN	-
2.1	INTRODUCTION TO MARKETING PLAN	<u>25</u>
2.2	MARKETING OBJECTIVES	<u>26</u>
2.3	SERVICE DESCRIPTION	<u>27</u>
2.4	TARGET MARKET	31
2.5	MARKET SIZE	<u>32</u>
2.6	LIST OF COMPETITORS	33
2.7	STRENGTH AND WEAKNESSES OF COMPETITORS	<u>34</u>
2.8	MARKET SHARE	<u>35</u>
2.9	SALES FORECAST	38
2.10	MARKETING STRATEGIES	40
3.0	OPERATIONAL PLAN	-
3.1	OBJECTIVE OF OPERATIONAL PLAN	<u>52</u>
3.2	LIST OF OPERATIONAL PERSONNEL	64
3.3	SCHEDULE OF TASK AND RESPONSIBILITIES	65
3.4	ACTIVITY FLOW CHART	<u>66</u>
3.5	OPERATION SPACE LAYOUT PLAN	<u>68</u>
3.6	BUSINESS HOUR	<u>75</u>
3.7	OPERATION HOUR	76
3.8	FURNITURE AND FITTING BUDGET	<u>77</u>
3.9	SCHEDULE OF REMUNERATION MACHINERY AND EQUIPMENT BUDGET	<u>79</u>
3.10	OTHER EXPENSES AND MISCELLANEOUS BUDGET	81
3.11	OPERATIONS APENDICES	<u>82</u>
3.12	OPERATION BUDGET	<u>87</u>
3.13	FORECAST PURCHASES SALES OF RAW MATERIAL	<u>90</u>
3.14	LIST OF SUPPLIERS	<u>92</u>
4.0	ADMINISTRATION PLAN	-
4.1	INTRODUCTION TO ADMINISTRATION PLAN	<u>94</u>
4.2	LIST OF ADMINISTRATION PERSONNEL	<u>95</u>
4.3	ORGANIZATION CHART	<u>96</u>
4.4	SCHEDULE OF TASK AND RESPONSIBILITIES	<u>97</u>
4.5	SCHEDULE OF REMUNERATION	<u>98</u>
4.6	OFFICE LAYOUT	99
4.7	OFFICE FURNITURE AND FITTINGS	<u>101</u>

SUBMISSION LETTER

ENT300 Students,
Diploma in Science,
Universiti Teknologi Mara (UiTM)
Sarawak Campus 2,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak.

Madam Noraida binti Omar,
ENT300 Lecturer,
Universiti Teknologi Mara (UiTM)
Sarawak Campus 2,
Jalan Meranek,
94300 Kota Samarahan,
Sarawak.

3 MARCH 2015

Madam,

Submission of Entrepreneurship Business Plan

Referring to the above matter, we would like to submit our business plan for our ENT300 project paper. Our proposed business is a restaurant specializing in crab dishes and is named 'House of Crabs'.

2. This business plan is completed according to the guidelines and requirements given according to the ENT300 subject syllabus. This business plan is also constructed to serve as a guideline for proposed business venture that covers marketing, operational, administration and financial aspects.

EXECUTIVE SUMMARY

This report provides a brief summary to our company, House of Crabs.

House of Crabs is a partnership business collaboration of five individuals who are each a manager in the company. The managerial position that they hold are as followed; Cassandra Renee as the General Manager, Alice Andrew as the Marketing Manager, Lurrine Laing as the Operational Manager, Cornelius Paun as the Administration Manager and Cynthia Setangkai as the Financial Manager. The appointment of each managerial position is made based on the skills, abilities and experiences of each individual. Besides that, each manager has agreed to contribute to the business capital to start up the business.

House of Crabs is a company that holds true to its name; a restaurant that houses a variety of crab dishes and make crabs the focus of the entire dish. There are a variety of restaurants and stalls in Kuching that celebrate ‘chicken’ as the main focus of their dish but there seems to be a lack of ‘crab-themed’ restaurants in Kuching. This ‘lack of’ has caused us to see the potential in starting up a ‘crab-themed’ restaurant in Kuching. Furthermore, the immense popularity of ‘Fatty Crabs’ which is a ‘crab-themed’ restaurant in Klang Valley which is very well-received by customers, has further given us the confidence in potentially opening up a ‘crab-themed’ restaurant in Kuching. Hence, House of Crabs was born.

We have chosen to open up House of Crabs at BDC, Stutong, Kuching due to BDC’s growth as a commercial centre. The exact location of House of Crabs at BDC is Lot 944-945, Ground Floor, BDC Commercial Centre, Jalan Stutong, 93250 Kuching, Sarawak. We expect to commence House of Crabs’ business on the 1st JANUARY 2016.

INTRODUCTION

Name of Company

During the deciding of our company name, all managers agreed to name the company as House of Crabs. Since we wanted to emphasize the crabs in the dish that our company prepares, it was only right to name the company, House of Crabs in which our company will house a selection of crab dishes that further complements the crabs. With that, we promise that House of Crabs will only serve quality crab dishes with the best quality of crabs.

Nature of Business

The nature of business of House of Crabs is in the food services department as it is a restaurant. What makes House of Crabs more unique compared to the other restaurants in Kuching is that it is the only crab-focused restaurant in the city. House of Crabs will focus only on serving crab dishes with a few additional and optional side dishes like French fries and fried rice that will not overshadow the crab. As of now our menu consists of 8 crab dishes. Our menu will also serve to further enhance the crab eating experience such as one of our most famous crab dishes, Creamy Salted Egg Yolk Crabs. We will also strive to serve quality crab dishes that uses the best quality of crabs which is the Grade A Ketam Nipah (*Scylla Seratta*). The reason that we chose to use Grade A Ketam Nipah is because it is big (approximately 350gm) and we have a Ketam Nipah supplier in Lundu, Kuching. Ketam Nipah is also halal which means it can be enjoyed by the general public. For more variety, we will also be using Ketam Bunga and Ketam Suri and our customers are free to choose which crab they would like to eat. We will also sell our dishes at affordable prices and do sales promotion from time to time to attract more customers to our restaurant.