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(HM111)

Fundamentals of Entrepreneurship

(ENT300)

BUSINESS PLAN

SATAY KINGDOM

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Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

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"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar



BAIZURA BT IBRAHIM
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EXECUTIVE SUMMARY

Satay Kingdom is our company name which brings all those satay lovers and taste the original recipe made by us. Our business is in the form of partnership, which consists of 5 members. In order to make the business to become success and gain our early capital, every member will contribute certain amounts of money as agreed in our business agreement made before on 2012. For our business activities are more into selling and promoting our product. We have variety types of satay which is not only serves chicken and beef meat, we also have mutton, camel meat, and ox meat. Our main goal is to be one of the famous satay in Malaysia. The main goal will be explain on mission summary.

Besides that, we want to serve a fast service in our business so it could make our customer more satisfied and happy after taste our satay, so they can spread the words about our business. In term to make a fast service for our entire customer, we grill our satay first before our customer comes. The way we cook our satay is by grill it until it is half cook and put the satay aside a little bit from fire just to keep it heated. Estimate 50 sticks on each meat already cook, then, when our first customer order for 10 sticks satay chicken, just a few minute for we heat our satay and serve it to our customer. Most of customer doesn't like to wait and this is why we provide fast service for our customers.

In order to make sure the marketing strategy operated smoothly and efficient, all our members are participate in the business management, where we work together so our marketing plan runs smoothly. This is because, beside to ensure run smoothly, we also hope could make profit to our business so we will not loss anything from our capital. Moreover, in this kind of business, every shareholder should responsible in performing their task for minor problem could be solved. Besides, by participant, every task could be done easily and the qualities of work done are good and satisfied every member in the shareholder.

We choose the best place to run our restaurant which is strategic area because there's lot of office workers at Jalan Kulas, Satok area. Any times they can come for breakfast, lunch or after finish office hour. Besides that, our restaurant is near to our town area where by the local people and tourist can come to our restaurant. The restaurant will be open six days in a week. On Monday and Public Holiday we close. We operate on weekend because those are the days peoples will go out and spent time with their families or hang out with their friends.

NAME OF COMPANY

The name of our business is Satay Kingdom. It clearly states our business is selling satay as our main product. We choose "Kingdom" because we operate satay restaurant, not a small stall like others satay business. We provide air conditioner to bring better environment and condition to our customer.

NATURE OF BUSINESS

Our nature of business is basically serving satay and beverages to our customers. It's built to serve premium quality of satay that is cheaper and affordable price. Our services includes dine - in and dine - out. Customers have the options to enjoy their food in our restaurant or bring them at home. We serve variety types of satay such as chicken, beef, mutton, camel and ox meat. Our business is based on partnership basis. We ensure that the ingredients, preparation and the manufacturing process of our satay is halal and in accordance to JAKIM's Halal standard.

INDUSTRY PROFILE

Our business is based on food industry. Now a day, satay is one of the famous foods and mostly satay can be a side dish or a main course. Satay is very popular in Malaysia; our country's diverse ethnic groups' in culinary arts have produced a wide variety of satays. In Malaysia, satay can be obtained from a travelling satay vendor, from a street-side tent-restaurant, in an upper-class restaurant, or during traditional celebration feasts.

We started this business to produce extravagant satay and bring it to another level of creativity and taste to our customer. This is to ensure that our customers will have the greatest moment with every taste of the satay that we serve. In addition, we want to be a great competitor to the big names in satay business; at least we can represent Sarawak.