



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

PREPARED BY,

FACULTY & PROGRAM : FACULTY OF CHEMICAL ENGINEERING /
EH1101A

SEMESTER : SEMESTER 1

PROJECT TITLE : WAHANI NOODLES RESTAURANT

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TABLE OF CONTENT

| CONTENT | PAGE |
|--|-------------|
| 1. COVER PAGE | i |
| 2. TABLE OF CONTENT | ii |
| 3. EXECUTIVE SUMMARY | 1 |
| 4. INTRODUCTION OF BUSINESS | 2 |
| 5. PURPOSE OF THE BUSINESS PLAN | 3 |
| 6. COMPANY BACKGROUND | 4 |
| 7. BUSINESS LOCATION | 5 |
| 8. PARTNERS / SHAREHOLDERS BACKGROUND | 6-8 |
| 9. ADMINISTRATION PLAN | |
| 9.1 Introduction to the organization | 9 |
| 9.2 Logo and Description | 10 |
| 9.3 Organizational chart | 11 |
| 9.4 Administrative manpower planning | 12 |
| 9.5 Schedule of tasks and responsibilities | 12 |
| 9.6 Schedule of remuneration | 13 |
| 9.7 List of Office furniture & fittings | 13 |
| 9.8 List of restaurant equipment | 14 |
| 9.9 List of restaurant supplies | 15 |
| 9.10 List of utilities | 16 |
| 9.11 Administration Budget | 17 |

EXECUTIVE SUMMARY

WAHANI NOODLES RESTAURANT is a restaurant that sell variety types of noodles from different estate in Malaysia and also from different country in the world. We has an opportunity to generate or maintain our restaurant if it can make customers a reason to come back.

A loyalty program that offers discounts to our Facebook/Instagram fans or free meals after a certain number of purchases can cause people to seek out our restaurant instead of just picking the most convenient option. In addition, we will look at the marketplace to assess whether adding product offerings might expand our business well beyond the cost of the additional resources required

This is a food product items. We need the business demands specific licensing before we can open our noodles restaurant. We must visit our nearby administrative office and get the details of all the legal procedures. It is important to abide by all the rule or our license may get cancel. In Malaysia we know that the majority of people are Muslim. So to make everyone can enjoy our products , we set all of our products are 'halal' that hare confirm by JAKIM (Jabatan Agama Islam Malaysia). We do not want people hesitate with our products. Indirectly , we can also gained trust from our customers.

The Malaysian 's city councils have set the level of cleanliness of a restaurant in Malaysia by using grades A , B or C. '*Premis Bersih*' sign has been place in every restaurant that have the grades A , B or C. The income of a noodle restaurant is an average income. Although, there are many noodles restaurant out there, this still not make any change in the income of our restaurant. This is because our noodles menu have a various type of taste such as thai, and the taste of our noodles are different than other noodle restaurants. Our noodles restaurant have delicious and tasty noodles menu.

WAHANI NOODLES RESTAURANT advertising budget is very limited, so the advertising program is simple. WAHANI NOODLES RESTAURANT will do direct mail, banner ads, and inserts, with inserts in the Register-Guard likely to be the most successful of the campaigns.

Lastly, WAHANI NOODLES RESTAURANT will leverage personal relationships to get an article about the opening of WAHANI NOODLES RESTAURANT in the Register-Guard business section. Previously, friends who have had their restaurant featured in the Register-Guard have seen a dramatic increase of sales immediately after the article was published.

INTRODUCTION

WAHANI NOODLES RESTAURANT is a restaurant that sell variety types of noodles from different estate in Malaysia such KOLOK MEE from Sarawak and LAKSA JOHOR from Johor. WAHANI NOODELS RESTAURANT also sell different types of noodles from different country such as RAMEN from JAPAN.

We sell the noodles on an average price so that everyone from different types of economy can enjoy the noodles too. WAHANI NOODLES RESTAURANT business hour are on Monday-Friday 10.00 a.m. until 10.00 p.m. while on Saturday and Sunday from 10.00 a.m. until 6.00 p.m.

WAHANI NOODLES RESTAURANT main dishes are *Wahani Roasted Chicken Fried Noodles* and *Wahani Mee Sup*. WAHANI NOODLES RESTAURANT has a special day that is 'HAPPY DAY ' on Wednesday. On that day we have a special menu that is *Wahani Ramen*.

We have our own Facebook , Instagram and Tweeter pages that are [wnRestaurant](#) and [@wnRestaurant](#). WAHANI NOODLES RESTAURANT is located at AIMAN MALL KOTA SAMARAHAN. Any inquiries you can contact us Nico: 0148789183, Hafiz: 0142806521 and Wada: 0178065171. WAHANI NOODLES RESTAURANT also can be contacted by directly email at WNRESTAURANT@GMAIL.COM.

5.0 PURPOSE OF BUSINESS PLAN

1. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner
2. To analyze and evaluate the viability of a proposed venture
3. To convince relevant parties of the investment potential of the project
4. As a guideline for managing the business
5. To allocate business resources effectively

6.0 COMPANY BACKGROUND

- | | |
|------------------------------------|---|
| <i>i. Name of the business</i> | <i>: Wahani Noodles Restaurant</i> |
| <i>ii. Business address</i> | <i>: Desa Ilmu, Kota Samarahan , Sarawak</i> |
| <i>iii. Correspondence address</i> | <i>: Near to UNACO Supermarket, @iman Mall , Kota Samarahan , Sarawak</i> |
| <i>iv. Website address</i> | <i>: wnRestaurant (facebook) (instagaram) @wnRestaurant (twitter)</i> |
| <i>v. E-mail address</i> | <i>: WNRestaurant@gmail.com</i> |
| <i>vi. Telephone number</i> | <i>: 017 - 8065171 (khairunnisa) 014 - 8789183 (nicodemus) 014 - 2806521 (haafiz)</i> |
| <i>vii. Fax number</i> | <i>: -</i> |
| <i>viii. Form of business</i> | <i>: Partnership</i> |
| <i>ix. Main activity</i> | <i>: Noodles restaurant</i> |
| <i>x. Date of commencement</i> | <i>: 8 January 2018</i> |
| <i>xi. Date of registration</i> | <i>: 16 October 2017</i> |
| <i>xii. Registration Number</i> | <i>: In Progress</i> |
| <i>xiii. Name of Bank</i> | <i>: SME BANK</i> |
| <i>xiv. Bank account number</i> | <i>: 1-62050-2711603-1</i> |