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## EXCUTIVE SUMMARY

The Sabah Ethnic Food Restaurant (D'SEF) is a Sabahan traditional food restaurant located in Gaya Street, Kota Kinabalu. D'SEF expect to make more and more loyal customers by providing them with variety types of Sabahan traditional foods from different ethnics such as Dusun, Kadazan, Murut, Rungus, Bajau and others. In addition, the location that we have chosen is really strategic where it is located in the center of the city, where people are always pass by, and it really does help us in making this restaurant able to be found easily and people know the existence of our business in here very well. Moreover, during the Sunday Market, along the Gaya Street road will be crowded with so many people, and they need a place to stop by of course to have something to eat. That will be our best opportunity to promote our restaurant. D'SEF had selected a universal target market as everyone can become our customers. In addition, we will use the concept of village-like to give customers the best feeling of calm and peace environment during having their meal.

This restaurant business plant is a candid disclosure of the Sabah Ethnic Food business proposal- our intent is to set realistic business expectation, and eliminate any questions about profitability of business venture.

Entrepreneurs have a tendency to build up the restaurant with a very optimistic brush, highlighting strength and camouflaging the risk. We as the business owner, we have a really high commitment in the success of this restaurant. Our intent is to have a definitive business, financial and marketing plan that not only serves our need for capital financing, but it utilized as our daily business roadmap. We have taken all the precautions to validate our business and financial models, focusing on realistic projections.

For the initial plan, we will only focusing on promoting our product and restaurant to people. When our operation is stable and we gain a little bit financial return, we will use our capital to add expand our business in terms of our restaurant size, our menu and also we will open another branch of our restaurant.

## COMPANY BACKGROUND

Our company's is Sabah Ethnic Food Sdn Bhd, while our restaurant name is D'SEF Restaurant. Our main source of income is selling food and beverages. Our target and policy is to serve the best, delicious and variety local Sabahan food. Our premise locates at on a very strategic place which is in the middle of the city where there were many people and tourists pass by.

The business is a partnership's business handle by five partners which is Mr Alvin Damien as a General Manager to the company, Mr Mohd Asyraf as the Administrative Manager, Ms Blissehjeinie as the Financial Manager, Ms Marline Azzie as the Marketing Manager, and Ms Nurul Nadia as the Operation Manager.

In the future planning, we will open a new branch in other high potential place and we will add on more Sabahan local food in our menu to fulfill the satisfaction of our customers. This is our introduction and will be have a lot of marketing and plan to increase our profits.

## INTRODUCTION TO ADMINISTRATION PLAN

### DEFINITION

- According to Mary Parker Follet, management is “the art of getting things done through other people”.
- The definition of management is refer to a process of planning all the resources efficiently, organized the resources effectively, leading then controlling the resources.
- Resources refer to capital, man power, technology and materials.

### FUNCTIONS OF MANAGEMENT

#### PLANNING

- A proper planning need to be developed in order to make sure all the resources is being fully utilized.
- Planning involved goal setting and defining the action those need to be taken in order to achieve goals.
- Managers that involved in planning require knowledge of the company, information on the factor of the environment, e.g. economic condition, good judgment in reducing risk and decision making.

#### ORGANIZING

- Organizing involves determining the task to be done, who will do them and how those task will be managed and coordinated.
- The manager’s role in this situation is to coordinate the effort of the workers of different task and create the conditions to find solutions.

#### DIRECTING / LEADING

- Managers must be also capable of leading their subordinates to work together to achieve the organization goals.
- Effective managers must try to understand individuals and group behaviour, be able to motivate and discuss with their subordinates.

#### CONTROLLING

- Controlling is to identify between planned and actual result, whether the organization is performing as what had been planned.