



اُنْدِيْفُوْ سَرْسِيْ رِيْتِيْكُوْ لُوْ كُنِيْ فَايْرِيْ  
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**FACULTY: FACULTY OF BUSINESS MANAGEMENT**

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### KEPADA SESIAPA YANG BERKENAAN

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengurusan Bank** untuk membuat satu kertas projek bagi kursus **ETR300 (Fundamental Of Management)**.

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

**WAN FAKHRURRAZI WAN DAHALAN**  
Pegawai Eksekutif  
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## 1.1 EXECUTIVE SUMMARY

Our company name is Pasta & Pizza Planet. This business has been decided on a form of partnership, which consists of five members. Each member will contribute a certain amount of capital for the success of this restaurant. We also decided that our business will operate at Sarawak Plaza, Kuching, Sarawak and fully operate on 1<sup>st</sup> January 2014.

Our main business activity is to provide one stop pasta and pizza restaurant and will be the leading of pasta and pizza lovers' restaurant in Kuching, Sarawak. Our aim is to create the pasta and pizza experience for individual, families and take-away customer by selling and provide high quality products at a reasonable price, convenient location and providing industry benchmark customer service.

All the partners are encouraged and entitled to provide their full time services in the business management. We have agreed that **Eva Anak Paulus** will be the General Manager, **Josephine Minah Anak Kuwin** will be Administrative Manager, while **Susilawati Anak Berandy** will be our Marketing Manager, **Evyrona Anak Milun** will act as our Operation Manager, and also **Nadzyia Binti Ramlee** has been appointed as our Financial Manager.

Our business will be lead by the General Manager and supported by other managers. The **General Manager** is responsible for planning, organizing, leading as well as controlling all the business activities. The **Administrative Manager** is responsible for the entire job relating to business administration such as ensure the facilities are equipped with the supplies and services needed. The **Marketing Manager** is responsible for the marketing plan such as identify the potential markets, develop pricing strategies and develop sales forecast. The **Operation Manager** is responsible in improving the operational systems, processes and policies in support of organizational mission. Lastly is **Financial Manager** who is responsible for developing and analyzing information to assess the current and future financial status of the business and evaluate data pertaining to costs in order to preparing budgets.

## **1.2 INTRODUCTION TO BUSINESS PLAN**

### **NAME OF COMPANY**

We have decided to name our company as **PASTA & PIZZA PLANET** where it is state clearly about our nature of business. Based on our company's name, we are sure that our beloved customer will know that our main business is related to pasta and pizza. The name 'Planet' refers to the various types planet in the universe, means that, our restaurant have provide various types of pasta with a lots of recipes of pasta and pizza. The summary of the Pasta & Pizza Planet is that, in our restaurant we provide and serve different types of pasta with different recipes and also pizza itself will attract the customers to come to our restaurant.

### **NATURE OF BUSINESS**

Our nature of business is categorized to be in the pasta and pizza restaurant industry. The presence of Pasta & Pizza Planet is to allow the people enjoy the best recipes of pasta and pizza meal and dining experience. The customer entering our shop will have to choose what type of sauce and what kind of topping they want for their pasta and pizza.

### **INDUSTRY PROFILE**

The main reason of the establishment of Pasta & Pizza Planet is because of the awareness of our partners to make profits and success in proposed business. This is due to high demand from the customers in Sarawak Plaza area. Besides that, this business has a very big demand because the competitors in this area are less plus, the location has been seen as a place full of attraction. Therefore, we believe in cooperation, punctuality, efficiency and effectiveness, creative and innovative, responsible, and respecting each other. Keeping these positive attitudes towards the work and business, it will lead our