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**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

**MAESTRIO MARTINO ENTERPRISE**  
**(KOBUI WESTERN HOUSE)**



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## EXECUTIVE SUMMARY

Maestrio Martino Enterprise is the chosen name for the company. The name inspired from the famous Italian Chef 15<sup>th</sup> century. He was very expert in culinary especially in western food. Based on his expertise in the cuisine, the team decided to run a restaurant. Basically, the business is not depended on any third parties and the company operate and stand on it owns. The company did not do any loans and will operate by partnership by using cash. The company's office and restaurant is located at Taman Seri Austin in Johor Bahru which is a strategic location to engage people around there.

Maestrio Martino Enterprise owns a restaurant that is mainly serves western food. The name of the restaurant is "Koboi Western House". Even though western food is common for the past few years, the uniqueness of the cuisine itself inspires the team to open a western restaurant. A western restaurant that also serves coffee is a different way to attract both coffee and western cuisine lover. The main idea of doing both coffee and western in a restaurant is to attract people who enjoy drinking and eating while spending times with their friends and family.

The aim of the team is to make the restaurant established and well known in Johor Bahru. Besides, the team also wanted to make the restaurant an attraction place for most of the population in Johor Bahru, as well as other cities. In order to ensure the business stay longer and relevant in the market, business plan is important for a new company like Maestrio Martino. The business plan will help the team to forecast and aim the target during the restaurant operation. In this business plan, it consists of administration budget, marketing budget and financial budget. By completed these components, the team get to see the pro-forma, financial performance and project implementation cost.

The financial status of the company gives a positive result where it shows profits during the end of year. It happen since the purchase projection is low even though the company aims for a higher rate of population to come and visit the restaurant. The company could make

any decision before start the business because they can compare whether openingthe company could make profits or otherwise. Besides, it also help in showing the return on sales, return on equity and return on investment. Business plan really help to ensure that the company's operation will go smoothly as planned.