



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

REPORT BUSINESS PLAN

ENT300

“BURGER TERBANG”

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EXECUTIVE SUMMARY

Burger Terbang is a company with 3 partner with clear goal to succeed in business. Burger Terbang is a food and drinks business that provides special services in serving food and drinks. Due to high potential and population of people, this business will be located at Seri Alam.

Our type of business is always having high demand because our business will place at Food Village, Seri Alam which near to the school and residential area. We believed that with the high population there, Burger Terbang as business that offers food and drink services will fulfil our customer needs and wants.

Marketing plan plays a huge role in achieving the goals and profitable outcome in a business. Besides that, it can help the entrepreneur to let the other people know about their product and grow their business.

1.0 INTRODUCTION

Burger Terbang is a food and drinks business that provides special services in serving food and drinks. Due to high potential and population of people, this business will be located at Seri Alam.

Food Village, Seri Alam, Jalan Lembah 1, Bandar Baru Seri Alam, 81750 Masai, Johor is our exact address. Bandar Seri Alam is strategic place where near to the residential are, school and high institution. We can see that there is high opportunity for this business to get into the market there and give high sales. Burger Terbang is founded and managed by three people. These three partners will then further explain in partner's background section.

Our daily operation was decided to be longer than local restaurant or burger stall. We operate for 13 hours a day so that customers can start eat and order from 12 pm to 12 am. We also provide delivery services for customer around in Bandar Seri Alam. Nowadays, delivery services are important in business as people like to order online instead come to the shop, so we need to get into the current lifestyle. From time being, we will find new strategy to increase our customer and making them love our food sevicees.

1.1 FACTORS IN SELECTING BUSINESS

There are many factors and reasons in selecting this business. This is because we can see that our business give a big profit in a short and long term. We could see that Burger Terbang would be successful business. Moreover, food and drink services does not need a huge starting capital which is only round RM 30 000.

Then, our business has a big potential in the future. This is because we can make a great profit from our business as people always need to eat as this business is a big demand from the customer around Seri Alam. Our business do not have it season off. It is not difficult to us to carry on the business for the long period.

Our type of business is always having high demand because our business will place at FoodVillage, Seri Alam which near to the school and residential area. We believed that with the high population there, Burger Terbang as business that offers food and drink services will fulfil our customer needs and wants.

1.2 FUTURE PROSPECT

For the first year, we will try to make a consistent amount of sales and profits. So, from the sales and profits, we try to manage recover cost to run the business and all the basic things that needed. From our point of view, we need more than a year to make our business stable as all the expenses are predicted amount from our management department. If we manage to get and gain profit for the first year, we will be more motivate to sustain and improve our services. The partners will be responsible to do the operation as we will just recruit a few workers as we cannot manage just the three of us.

In the mean time, we will try to create a system that will make our customer make a repeatable order. For an example, we will give them a card that need to collect our logo business stamp and then, they can redeem free from our menu. We can see that in three years coming, Burger Terbang already stable and we plan to make it a new branch that have high potential to create a good branding there