



اوتورسيتي تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS MANAGEMENT  
CAMPUS SAMARAHAN, SARAWAK

**DIPLOMA IN BANKING (BM112)**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

**PREPARED FOR: MDM NORAI DA OMAR**

**PREPARED BY:**

NO	NAME	ID MATRIX
1	NOR AQILAH BINTI MA'MIN	2010672512
2	NURUL IFFAH IZZATI BT MOHD SHAMSUDDIN	2010457738
3	NORHAFIDA BINTI HAMDIN	2010466662
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**GROUP: BM112 6B**



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Surat Kami : 100-UiTMKS (HEA. 30/7)  
Tarikh : 14 Januari 2013

### KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

### PENGESAHAN PELAJAR

<u>BIL.</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1.	2010869632	NUR AZILLA BT AHZHAR
2.	2010466662	NORHAFIDA BT HAMDIN
3.	2010672512	NUR AQILAH BT MA'MIN
4.	2010457738	NURUL IFFAH IZZATI BT SHAMSUDIN
5.	2010645076	NURUL NABIHAH BINTI SA'AHARI

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 **ENT300 (Fundamentals of Entrepreneurship)**.

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.

Sila hubungi Penyelia Projek, **Puan Noraida Omar** di talian ( **082-677659**) sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

**"BERSATU BERUSAHA BERBAKTI!"**

Sekian.

Yang benar

**WAN FAKHRURRAZI WAN DAHALAN**  
Pegawai Eksekutif  
Bahagian Hal Ehwal Akademik  
bp Rektor

Steak House

Diploma in Banking,

University Teknologi MARA Sarawak,

Kampus Kota Samarahan,

Jalan Meranek, 94300

Kota Samarahan

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Mdm Noraida Omar,

University Teknologi MARA Sarawak,

Kampus Kota Samarahan,

Jalan Meranek, 94300

Kota Samarahan.

Dear Mdm Noraida,

RE : Submission of the Business Plan

Regarding to the above matter, we are the shareholders of Steak House would like to submit our business plan for your further evaluation and review as requires in completing the course ENT300.

2. We will use the knowledge, skills and information that we have gathered in the next project in the future. This Business plan covers all aspect of starting the business administration, marketing, operation and financial status of the company.

3. We really hope that this business plan attract your interest and concern. I am Nurul Nabihah Saahari, as the General Manager would like to thank you for all your support, encouragement and cooperation in the process of making this business plan a success.

You're sincerely,



Nurul Nabihah Saahari

General Manager,

Steak House

## **EXECUTIVE SUMMARY**

After doing extensive research on the business opportunity available in Kuching, our group found out that there are a few Steak restaurants that are conducted or run by Muslims, so we decided to specify our business in Steakhouse where we provide customers with Halal beef and special services where customers can choose their beef sizes and methods of cooking.

In the process of establishing the business plan, all aspects including the four major of business establishment such as Administration, Marketing, Operation and Finance are seriously taken into consideration. Along with the cooperation among the executives in this company, we have planned firmly the operation from the administrative until the financial plan in order to equipment our company performance with minimum barriers and greater returns.

## 1.0 INTRODUCTION

Our company is called Steakhouse. This business is owned by five contributors as partnership business. The contributors of Steakhouse are **Nurul Nabihah Sa'ahari** as **General Manager**, **Nur Azilla Azhar** as **Marketing Manager**, **Nor Aqilah Ma'min** as **Administration Manger**, **Norhafida Hamdin** as **Operating Manager** and **Nurul Iffah Izzati Shamsuddin** as **Financial Manager**.

All of the partners are working as a whole; they do not have limited liability. However, every manager has their own main responsibilities to their duties. For example, the Finance Executive will responsible to all things that related to the money matter such prepare the expenses and count the profit.

The factor which influenced us to choose this type of business is because there are less Halal steak restaurants in Sarawak, where we find it less attractive for Muslims. Besides, Steakhouse wants to be the first guaranteed Halal Steakhouse to Sarawakians and foreigners who visiting Sarawak.

The uniqueness of Steakhouse is that we are providing customers the different sizes of beef or lamb which can be chose by the customers themselves. We also let the customers to choose their beef or lamb to be cooked by various methods such as Barbeque, Oven roast, Pan Fry, etc.