

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN TERENGGANU  
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

FOOD AND BEVERAGES SERVICE

D'BAHTERA RESTAURANT

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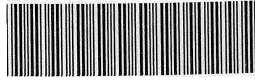
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D'bahtera Restaurant / Nur Atiqah Kamarudin...[et al.]

Diploma in Food Servi

Part 5

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29 MARCH 2009

Madam,

Submission of Business Plan

According to the above matter, we submit our business proposal as we have accomplished our business named D'BAHTERA Restaurant.

2. We are offering food and beverages service. Our business is located at  
272, kg. Pengkalan Datu, Sering,  
16150 Kota Bharu,  
Kelantan Darul Naim
  
3. We hope this Business Plan will make an impression to you because we consider as true that this business has a good potential to develop and can give profit return.
  
4. This Business Plan is important in giving experience and guidance to students for them to make a first step to be a businessman or businesswomen and encourage 'Bumiputera' to involve in business field



## 1.1 INTRODUCTION

D'BAHTERA Restaurant is a partnership companies which provide food and beverages services. We also provide catering service and banquet service for any function in our restaurant. The formation of this business is come from five shareholders that are talented in this business. All of shareholders have the knowledge in foodservice management and business management. As a new entrepreneur there are many reasons we choose this type of business. The first thing that we agree to form this type of business because, restaurant is more easy make a profit. People always eat and love to try new and variety type of food.

D'BAHTERA Restaurant is incorporated under the Business Registration Act 1956. Partnership is governed by Partnership Act 1961. D'BAHTERA Restaurant representative Nur Atiqah Bt Kamarudin as General Manager, Nurfathin Mumairah Bt Mohd Zahari as the Human Resources Manager, Nur Fateha Bt Wahab as a Food and Beverages Manager, Nur Hazwani Bt Zainudin as Finance Manager and Siti Fadziilah Bt Jusoh as Executive Chef. The interesting thing about our restaurant is we provide 4 different environment and place to eat. Customer can choose whether to eat on our ship 'bahtera' in fine dining restaurant, porch side and garden side.

Our businesses choose Pengkalan Datu, Kelantan as our business location because of the high potential to develop this place as an attraction to tourist. Our business operated on the land that we buy from local resident. The strategic location of our business gives us the advantages to market our product and service. Most of tourist, teacher and workers love to eat at here because of the location of our business near to the river and we persistence the nature beauty.

We have our own future prospect that we want to achieve in our business. We want develop our business and open 5 branches within 10 years of operation and to compete with others standard restaurant. Other than that we want to enhance the image and surrounding area, improve standard of living and also provide job opportunities to local resident thus to reduce poverty.

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