

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

ASIAN CUISINE

HOUSE OF ASIAN SDN. BHD.

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Lastly, we hope that the reader can benefit from the work. Any suggestion and criticism are mostly welcome. We also would like to express our gratitude to those who make correction on the mistake.

INTRODUCTON

Asian food became the first cuisine to become well known to mainstream America, first along the coasts and then in the heartland. Sources by Grace Niwa and Wendy Chan.

Established by the name House of Asian, this business is generated by five experienced businesswomen by the name Wan Norshatirah binti Wan Draman, capable in communicating with different kinds of Asian Languages, Nur Izzaidah binti Adam, an experienced Executive who has been involving in different kind of business since early stages of working, Nur Aishah binti Abdullah, who gains a lot of experiences in marketing as well as in ensuring the flow of the marketing department smoothly operated, Siti Fathonah binti Ismail an expertise in accounting and budgeting the business market and the last person Siti Norasyikin binti Saani, who is experienced in operation and in managing the flow of restaurant that has gained a lot of knowledge in different job areas in order to make sure that this business plan is going to be succeeding for a long term.

House of Asian Sdn. Bhd. is situated at 123, Jalan Sultan, 50786 Kuala Lumpur. Located in Kuala Lumpur, our business is trying to find the perfect place to attract customers, especially Asian tourists who are looking for original taste of their own country's foods . In other perception, Kuala Lumpur is a big city and the main attraction of the tourists besides our own citizens who enjoy the city life of Kuala Lumpur. We also found that this big city is a good choice of our future prospect to earn more profits. The date of the business commencement is on January 2009.

The nature of our business is service in terms of cuisines from different Asian countries such as Korean, Japanese, Singapore and Malaysian itself. "Your Truly Asia" is used as our motto to attract customers from different culture and background to taste the uniqueness of Asian foods that are hardly to find here in Malaysia.

The purposes of selecting this proposed business are based on several factors. The main factor is due to the diversity of tourists who visit Malaysia every year. Despite of introducing our own cuisines to the tourists, our business decided to serve the foods based on the tourists' own cuisines for their convenience especially for those who suffer homesick. Besides that, based on our survey, the highly demand from our own Malaysian people who are craving to taste different kinds of Asian cuisines itself demanded us to open the business of Asian Cuisines. Using the logo of the house represents our restaurant that houses different kinds of unique and authentic Asian food.

For the years ahead, we are really looking forward to expand our business by establishing other branches especially in big cities like Johor Bahru and Kota Bharu. Our target in business is to widen the uniqueness of Asian delicacies among Malaysian citizen. By remaining its original taste, our House of Asian is going to grow successfully to fulfill our mission, vision and objectives.

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