



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

UNIQUE RESTO

PREPARED FOR
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Executive Summary

Our business is a partnership business, all of us decided to name our business as a “**UNIQUE RESTO**”. Our main activity of this business is providing food service with capital for our business is RM150, 000. The location that we choose as our base is at Tanjung Aru Plaza, Jalan Mat Salleh, Kota Kinabalu. The target market for our business is around people lived in area Kota Kinabalu.

The member of this business are operates as the Administrative, Financial, Operation and marketing the product of our business. This is for the beginning for our business. The target market we have been focus on the long term plan and short term planning. Business focus for the place we target is:

- Event Place
- Holiday Place
- Recreation Place
- Attraction Place

This is the step that we use in our business that for to ensure that we will get the attention from local people to become our potential customers.



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1.0 INTRODUCTION TO BUSINESS

Food industry is the most important industry not only in Malaysia but also in the worldwide. With this we exploit this chance to enter food industry by bring the different concept of food that we been expand our type of food product that is Bread that we been bring to this country market.

1.0.1 INTRODUCTION TO ORGANIZATION PLAN

To ensure our businesses will success, we will make sure the management plays an important role in this business will gain profit. We the UNIQUE RESTO is supported by operation management and the management system. We are the restaurant that using mobile as our business to operate in Kota Kinabalu.

1.0.2 ORGANIZATION VISION

Our vision on UNIQUE RESTO is to attract and meet the customer expectations and giving them with high quality standard of service as well as maintaining personal approach.

1.0.3 ORGANIZATION MISSION

Our business goal is to be the best entrepreneur ship and beside that become a strong competitor to other business, especially in this town in Kota Kinabalu. We also want to give of our best service with high quality of product and gaining profit while attract a loyal customers and potential customers.