



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

MARVELLOUS RESTAURANT

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## 1.1.EXECUTIVE SUMMARY

Marvelous Restaurant is a “steamboat buffet” unlike other restaurants, we provide interesting and variety food at value price with a fun and happy dining atmosphere. Marvelous Restaurant is the answer to an increasing demand for society whom wants value for everything their purchases, wants enjoyable dining experience and is not willing to accept anything that does not meet their expectation.

Nowadays, the rapid growth of Malaysia’s economy lead competition in industries. Restaurant industry is wide as restaurants are everywhere whether at the roadside,town; even in shopping mall have many restaurants. In today’s highly competitive environment, it is becoming increasingly more difficult to differentiate one restaurant concept from another. We do this by being the buffet concept in raw food that features variety frozen food, fresh meats, vegetables and seafood. Frozen seafood serving is differentiated by serving the food in satay style to make it easier for customer pick the food at once. We also combine this feature with some cooked foods menu. This concept will make customers are more satisfy to choose their food and enjoying their meal.

Our target market are students, couple, families, workers, government servants, gender and age. We will operate our business at SulamanSentral. This is a strategic location because it is near to the highway and have high visibility from the road. Beside that the area of this place are lived by many of our target market.Sulaman is near with education institutions such as UMS, Ascot Academy 1 Borneo, UiTM, Politeknik and InstitutLatihanPerindustrian (ILP) Sepanggar which are the source of students in our target market. This is developed place so many our target market of workers live in this area. Public servants work at education institutions and Bangunan Persekutuan, PusatAkademiBomba, JabatanKastam. High development of Sepanggar provide many job opportunities so there are many workers lives in this area. We can see that this place lived many families units

There are many factors that encourage us to selecting this business. First of all is to gain profit. Successful business will give high profit that we deserve. This profit will be our income. Second is we want to introduce different method in of steamboat restaurant. Our method of serving food is different from other steamboat restaurants which is food prepared in satay style and the

serving is self-serve. Our trademark will be “all you can eat” where customer can eat all food in our restaurant at one price. We want to create healthy and quality fresh of food that people not often taste. We want to create enjoyable and fun moment of eating that customer never forget.

Our future focus are we want our restaurant to be high standard of facilities, services and quality of food that satisfy customers. We want to increase our sales as well as the profit until we can open new branches in other places.