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UNIVERSITI
TEKNOLOGI
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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



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TABLE OF CONTENT

CONTENT	PAGE
CHAPTER I INTRODUCTION	1
Executive summary	2-3
1.0 Introduction	4
1.1 Name of business	4
1.2 Nature of business	4
1.3 Industry profile	4
1.4 Location of business	5
1.5 Date of commencement	5
1.6 Factors in selecting the proposed venture	5
1.7 Future prospect of the business	5-6
2.0 Purpose of business plan	7-8
3.0 Background company	9
3.1 Logo explanation	10
3.2 Location of business	11
4.0 Owner background	12
4.1 First owner	12
4.2 Second owner	13
4.3 Third owner	14
4.4 Fourth owner	15
5.0 Background of proposed business	16
5.1 Physical location	16
5.2 Price of premise	17
5.3 Distance from the source of raw material	18
5.4 Availability of manpower	19
5.5 Distance from customers	20
5.6 Basic amenities and infrastructure	21

CHAPTER II	ADMINISTRATION PLAN	22
	6.1 Vision, mission & objective	23
	6.2 Organization chart	24
	6.3 List of administration personnel	24
	6.4 Schedule of task & responsibilities of employees	25-26
	6.5 Remuneration plan	27
	6.6 List of office furniture and supplies	28-29
	6.7 Administration budget	30
CHAPTER III	MARKETING PLAN	31
	7.1 Description product	32-33
	7.2 Marketing segmentation	34
	7.3 Market size	35
	7.4 Competitors	36
	7.5 Market share	37-38
	7.6 Sale forecast	39-41
	7.7 Marketing strategy	42-44
	7.8 Marketing budget	46
CHAPTER IV	OPERATION PLAN	47
	8.0 Introduction	48
	8.1 Operational objective	48
	8.2 Business & operation hours	48
	8.3 Operational process	49-54
	8.4 Operation layout	55
	8.5 Production planning	56
	8.6 Material planning	57-59
	8.7 Machine & equipment planning	60
	8.8 Overhead requirement	60
	8.9 Operation personnel	61
	8.10 Location plan	62
	8.11 Licenses, permits & regulations	63-65
	8.12 Operation budget	66

EXECUTIVE SUMMARY

We are making various types of laksa from different states to start our product. We are producing laksa in four different types which are laksa Nyonya, laksa Penang, laksa Johor and laksam Kelantan. We are choosing to making this product because it's hard to find variety of laksa at the same place. At our premise, the costumer can come and eat many choice of laksa from other state at one place. It will attract the people to visit the state in Malaysia because food at every place is different and have its own uniqueness.

The price is same for each type of laksa. The price of our laksa which are laksa Nyonya, laksa Penang, laksa Johor and laksam Kelantan is RM 5.00. The prices seems cheap and affordable because we want all people come from different age could buy our product. Our laksa is worth trying because it not just cheap and affordable but tastes unique and delicious. We believe that our product can reach people heart and capture with other our competitor soon and keep improving our product and increase our share quality product.

This business has been establishes on 20th January 2019 and we already employ people to fill the following positions in our company. All these position are general manager, financial manager, marketing manager, operation manager, chef, rider, waiter and dishwasher. We believe we could handle all those things since we know each other ability and known each other very well.

Our company is located at NO15, Jalan Lagenda 1, Taman 1 Lagenda, 75400 Melaka, Malaysia. D Laksa Aeon Bandaraya Melaka, Restoran Yung Lai Siang, Nyonya Laksa Empire and Calanthe Art Café were all our competitors which is not far away from our premise. All of them have their own strength which are long duration in market place, become first choice for customer and rich with condiments. But they also have their weakness. Most of their product is pricey with small amount of the product. They also lack of proper and bad service to customer that come to their restaurant.

To introduce or product to our customer, we intend to prepare product strategy which are includes product attributes, brand name, quality, packaging and labeling. Then, price strategy are based on cost. Promotional strategy has three ways of promotion which are advertising using social media, banners and flyers. We promote by using social media such Instagram, Facebook , Twitter

and through Whatsapp by viral the advertisement about our product. We also using outdoor advertisement which is banner as our initiative. Lastly, promotion strategy modes by using printed media like flyers that can be given to people so they can get know better about our product.

