

UNIVERSITY TECHNOLOGY MARA
CAMPUS SUNGAI PETANI

THE EGG HOUSE

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KEPADA SESIAPA YANG BERKENAAN

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ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

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Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar

MOHD. AZHAR OSMAN

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EXECUTIVE SUMMARY

THE EGG HOUSE are established on all share partner agreement, they were Akmal Fadzy Hanafi, Muhamad Helmi Ab Mijib, Zetty Akhtar Emran, Norfaizah Hamzah and Noor Azmy Shuhada Ahamad. This company is expected to start to run in January 01, 2005. THE EGG HOUSE is a new restaurant concept that based on eggs.

The capital contributed by sharepartners are RM 40 239 and also applying for Malayan Banking loan for RM 100 000. The business will running at 50 & 51, Jalan Pengkalan, 08000 Sungai Petani, Kedah Darul Aman.

The new restaurant concept means that every meal cooked here must insert at least two Omega-3 Plus's egg for a healthy dietary. The egg itself contains less than 500 mg cholesterol, 5 times more Omega-3 polysaturated fatty acids and 4 times more vitamin E.

The Egg House has been forecasted sales by the first year established (2005) that is RM 295 506. For the second year, it is forecasted at RM310283. Then, for the third year it is forecasted at RM 325799.

The company has a bright future because we target about over 500000 customers in a month and we expect can attract customers to try the tasty food we have serve here

INTRODUCTION

This Business Plan will describe how to generate business related to food service industry (restaurant). We named it "THE EGG HOUSE". We form it as partnership business. This company have 5 partners control the business running. Every partner will be responsible for each designated area, namely General Manager, Administrative. Operation, Marketing and Finance Department.

We will produce various types of food based on eggs concept as a main menu. This business is chosen based on the advantage of eggs. In our life, eggs can readily fit into a heart, healthy, nutritious and enjoyable dietary pattern. From our assessment, we found that this sector has a potential spread out and he competitive to develop its business operations. Food is a necessity. The industry is growing and gearing to move to greater heights. If we look at our economy, its growth will fund the increase. We think the the business that we will perform has potential for growth.

This business offers various interesting dishes. The main dishes are Omellette Fried Rice, Omellett Fried Noodles and Omellettes. We also have more choices of deliciousdishes. All of these are for breakfast, lunch, tea or dinner. We also have 4 sets of meals. Our business is the first company that include egg on a main desert. Especially at Sungai Petani. It is trying to diversify the types of foods, already in the market and satisfy customers' tastes.

In an effort to fulfill the demand and to make our company larger, we have chosen a strategic location with extensive infrastructured like transportation system, water, electric and telecommunication system.

Our restaurant is due to open in January 1st, 2005. We are sure that The Egg House will be perform good service and nice to be the famous Bumiputera's restaurant having its own very concept. Our goal is to be the first successful Bumiputera entrepreneurs in Malaysia