



اَللّٰهُمَّ سَيِّدِيَّ تَبَيَّنْ لِيْ كَيْفَ اَتَمَّ اِيَّا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY/BUSINESS OPPORTUNITY/BUSINESS PLAN

NAME OF COMPANY: FEEL HUNGRY? LET'S KETCHUP

TYPE OF BUSINESS: WESTERN FOOD RESTAURANT

PREPARED BY:

FACULTY & PROGRAMME : FACULTY OF APPLIED SCIENCE (AS120)

SEMESTER : 5

PROJECT TITLE : BUSINESS OPPORTUNITY

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1.0 EXECUTIVE SUMMARY

For our business opportunity, we have decided to open up a restaurant that serves western food in a shopping mall. There are various types of western food from local and international western cuisine that will mesmerized our customers with the food we prepared. The ingredients of the food we prepare are originally fresh, genuine and halal. Feel Hungry? Let's Ketchup offers many types of western food from all of the countries in the world that could meet satisfaction for the customers. The customers we aimed are to those who have lower income and wants to eat western food that has an affordable price, for example, are students. Moreover, we also target customers with families and friends. Vivacity Megamall is the location of our restaurant as it is one of the most frequent places to visit in Kuching. It is a strategic location for our restaurant as it will attract many customers from the shopping mall to fill their tummy with goodies after a long-time shopping in the shopping mall. The marketing strategy for Feel Hungry? Let's Ketchup is to provide beneficial deals or promotion to the customers. Thus, we develop a marketing strategy that could help to gain the interest of our targeted customers. The management of Feel Hungry? Let's Ketchup consists of five lead workers that is Jemyma, Alexander, Eleazar, Annisa and Ezlyin. Our workers have a wide experience in finance, business as well as the marketing area. The five partners will take the required role for the operation of the business.

2.0 VISION TO SOLVE PROBLEM

A restaurant or an eatery is a business that prepares and serves food and drinks to customers as for the profit. Meals are generally served and eaten on the premises, but many restaurants also offer take-out and food delivery services. Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models ranging from inexpensive fast-food restaurants and cafeterias to mid-priced family restaurants, to high-priced luxury establishments. We decided to open up a small restaurant that specifically serves western food as the main menu because it is simple and easy to prepare. The business is introduced because nowadays we can see many people are appreciating all kind of food and western is simply one of them. We often see people choose western food over other kinds of food because it is simple but fulfilling. Besides, western food tends to attract people to have it because of its scrumptious look and a big portion which is enough to make people drool over it. We assumed that everybody in the world like to eat, enjoy cooking and other aspects of food.

Apart from that, our community now have the access to social media such as Facebook, Instagram, Twitter and Youtube so, it has become the norm in this era to take a picture of the food they are going to eat first and post it online. It has also become a career for a group of people out there and they are called as ‘foodie blogger’. Their job is to represent a complex interweaving of “foodie” or gourmet interest in cooking with those of blog writing and photography. The majority of blogs use pictures taken by the author himself/herself and some of them focus specifically on food photography.

However, we also want our customers to enjoy the food that we serve at an affordable price. People often think that western food is fancy and expensive but that will not happen in our restaurant. We will provide a mouth-watering meal for our beloved customers with a good value for the price so do not hesitate to enjoy our food. It is part of our vision to spoon out great food with the best services but at a reasonable price range and satisfy our customers’ taste bud. Other than that, we want to get the food bloggers attention by having excellent food presentation so that they

3.0 IDENTIFICATION, EVALUATION AND SELECTION OF BUSINESS OPPORTUNITY

Most people in Malaysia like to eat western food. There is various western food restaurant that serves different menus. Most of the people love to dine in as it saves time and energy. Sometimes, customers do not have enough time to cook for their family so they end up dining in a restaurant. Eating in the restaurant helps to strengthen the family bond this is because of they in the same table and able to communicate among themselves which eventually creating a strong emotional bond between family members.

On the other hand, dining in the restaurant can make occasions more special like birthdays and anniversaries. For instance, celebrating or making surprises for our loved ones on their birthdays or even anniversaries. Therefore, we will run a western food restaurant to fulfil the request from the public.

3.1 IDENTIFYING THE NEEDS AND WANTS OF CUSTOMER

I. NEEDS

Customers need the price of western food to be reasonable. If the price of the food are too costly, they will not want to purchase the food because they want to save their money. They also need people to run the business to practice transparency such as does not charge extra cost. Customers need western food to be halal certified so that the Muslims can also enjoying eating in the western restaurant. For instance, a certificate of halal issued from the Department of Islamic Development Malaysia (JAKIM) needs to be acquired so that the Muslims know that the restaurant only serves halal foods. Lastly, customers need people who run their restaurant to not use expired or rotten raw materials.