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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

NAME OF COMPANY: BURGER HAUZ

TYPE OF BUSINESS: PRODUCT AND SERVICE

PREPARED BY

FACULTY & PROGRAMME: FACULTY OF ADMINISTRATION SCIENCE AND
POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

SEMESTER : 4

PROJECT TITLE : BUSINESS PLAN OF BURGER HAUZ

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PREPARED FOR

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SUBMISSION DATE: 21 MAY 2019

TABLE OF CONTENT

NO	CONTENTS	NO OF PAGE
1	Executive Summary	1
2	Submission letter	2
3	Acknowledge	3
4	Partnership agreement	4 – 5
5	General plan	6 – 19
6	Administration	20 – 31
7	Marketing	32 – 43
8	Operational	44 – 56
10	Financial	57 – 72
11	Conclusion	73
12	References	74
13	Appendices	75

EXECUTIVE SUMMARY

The BURGER HAUZ is a burger shop that specialized in burger. It is located at Desa Ilmu, Kota Samarahan, 94300 Sarawak. BURGER HAUZ aims to serve a variety of burger and the menus available in this burger shop is different from other burger shops.

The mission of BURGER HAUZ is to make and selling the best burger in market. While, our vision is to serve a burger that are delicious, fresh, and unique with affordable price. Our goal is to make a profit and we will always provide enjoyment and satisfaction to our customers.

The administration pays the rental for the operational and administration. This is because it is on the same place. Apart from that, we buy high quality with reasonable prices raw material at Everwin, Aiman Mall, Teck Kong and Summer Mall. Those suppliers are located just nearby our shop that is at Kota Samarahan.

BURGER HAUZ was managed by five partners. Each partner has their own responsibilities in each part. The General Manager has a great experience in a managing a restaurant which mean that she will be able to manage our burger shop. Besides, an Administration Manager she has a qualification and knowledge as a company admin and also have a good communication skill. Next, the Marketing Manager, she has a culinary arts skill which she has been a leader for one of the famous culinary school in Sarawak. For the Operational Manager, she is an expert in cooking and baking as she taking culinary course previously. Apart from that, the Financial Manager she has a lot of qualification and knowledge in finance.

Our target market is 4% of the Kota Samarahan population. Our sales forecast is RM 120192. While, for monthly sales forecast is RM 60096. Our burger shop markets our product by using the media social and pamphlets. It is to guarantee that all range of age can found the existence of our burger shop which is BURGER HAUZ.

SUBMISSION LETTER

BURGER HAUZ,
Diploma in Public Administration,
University Teknologi MARA, UiTM Campus Samarahan II,
Jalan Datuk Muhammad Musa,
94300 Kuching, Sarawak.

Madam Siti Mardinah,
Universiti Teknologi MARA, UiTM Campus Samarahan II,
Jalan Datuk Muhammad Musa,
94300 Kuching, Sarawak.

Madam,

SUBMISSION OF BUSINESS PROPOSAL

As partial requirement of the ENT300 Fundamental of Entrepreneurship subject, we are obliged to submit a Business Plan project to you.

2. We put our best commitment to complete the business plan according to the guideline given according to subject related. This business plan is as a guide to proposed business venture in the future which covers the management started with general manager followed by the administration, marketing, operational, and financial aspect.

3. As such we submit to you the report on Business Plan for your approval. We would like to record our thanks and appreciation to Madam. We anxiously hope that this report will meet your expectation and will satisfy you with this proposed Business Plan.

Thank you and best regards.

Yours sincerely,



.....
(SHREEN ANN ANAK POLLING)

General Manager,
BURGER HAUZ

5.1 Introduction

BURGER HAUZ is a burger shop which specialized in serving burger as the meal. BURGER HAUZ will serve a variety of burger and the menus available in this burger shop are different from other burger shops. We are submitting into this form of business because we realized that there was a higher demand of fast food from increasing growth potential.

The form of our business is partnership, which it consists of 5 members. Our company will commence operation on 1st January 2020. Burger Hauz is located at Desa Ilmu, Kota Samarahan. In this business, our partners are entitled to take part in the management. We agreed to appoint each of the partners as detailed below:

NAME	DESIGNATION
SHREEN ANN ANAK POLLING	GENERAL MANAGER
SHARFIKA BINTI SAJI	ADMINISTRATION MANAGER
GLORIA NABUN	MARKETING MANAGER
DIA OLIVER ANAK LINGGIE	OPERATION MANAGER
NATALIA SULIAN ANAK ANGO MICHEAL	FINANCIAL MANAGER

The General Manager is responsible on oversees all of the business functions as well as the day-to-day operations. The Administrative Manager is responsible for the office administration. The Marketing Manager is in charge of setting the company's marketing strategies. Besides, the responsibilities of the Operational Manager are to manage administration and operation expenses. Lastly, the Financial Manager will be responsible in handling of company's financial accounting.

We expect that our company is developing more rapidly in the future and is well-known regardless of how far it is and we will work excellently to establish our dream of opening more branches in the future.