

UNIVERSITI TEKNOLOGI MARA (UITM)

ETR 300
Fundamentals Of Entrepreneurship

Sinsilog Restaurant Enterprise

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1.0 EXECUTIVE SUMMARY

Nowadays, there are several business existed in our country which compete competitively. Entrepreneurship acts as the movers of the economy who involved in the business of products or services. However, the entrepreneur have absolute right to make decision of what product to be produce based on relevancy. Business might be given profit or gain losses but it depends on the entrepreneur to manage the business as well. Normally, entrepreneur starts up their business because they want to get maximum profit as their main goals.

After we made up with some decision; finally, we determined to state a SINSILOG Restaurant that provides freshwater fish. Before we made this decision, we already did various methods to identify the opportunity in the business field. Nevertheless, our company name is SINSILOG ENTERPRISE which established as partners' company. We are expecting to run the business as of 1 APRIL 2011.

We choose this kind of business whereby we want to utilize other food that never been commercialized but the demand in other country is quite high, so it is time for us to introduce a freshwater restaurant concept especially in Sabah where we are trying to startup our business which to give a try on our own freshwater fish and have a different taste of fish delicacy beside seafood that commonly can be found anywhere. Apart from that, Peninsular Malaysia are commonly can be served with to freshwater fish usually being serve in certain hotels but it is not really grab the attraction of the Sabahan. The dishes for freshwater fish such as Empurau fish dishes can exceed until RM 850 per serving which can be found in Sarawak. This is one of the type of Freshwater fish that we going to plan to have in our restaurant when we want to expand our business later. We are now focusing on Sinsilog or



river eel, which is also been categorized as fish which can be found in river, so we come out with the idea to make it as our main menu and promote Sabahan about our various delicacy.

We confident to run in this business field where we can gain our business target. Our priority is to make sure our service will brings a new taste to the customers to try something new in food industry beside seafood. This kind of business has a good opportunity to gain profit and contribute to the economic development of our country. In our business, we will put a priority on the quality of the services as well as the costumer's satisfaction.

Therefore the accomplishment of the business depends on the proper management and the cooperation between employers and employees. We provide high quality of our service by ensure its cleanliness and taste. The great disciplinary by both party is require in order to ensure the business mission is achieve. Nevertheless, every department is required in running its responsibility to ensure the performances under the targets line to attain business successfully.

Our target market helps us in provide services where we are focusing in Alamesra Sulaman Coastal Highway as our first step before expand our business. We use several methods to get important information from various resources. There are through interview and observations about society demands. The result helps us to do a marketing analysis about our market size, determining our main competitors, the sales forecast and the marketing strategies.

Whole departments may require an administration executive as the role important to ensure the proper management to the organization. This department responsible to manage the employers and employees' salary, bonus, Employee Provident Fund (EPF), Social Security Organization (SOCSO) and other benefits that being provide to the employees. Moreover,