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BUSINESS REPORT:
BORNEO EXOTIC FOOD RESTAURANT AND CATERING

PREPARED FOR
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1.0 Introduction of Product

The reason why we choose Borneo Exotic Food Restaurant and Catering come out with an idea where our food is different compare to any other food providers. Since we are in Borneo therefore, we would like to use the uniqueness of Borneo itself. Borneo is the third largest island in the world, and consists of Sabah, Brunei, Sarawak, and Kalimantan. In Borneo we are so lucky to have such a rich culture and traditions where we could not find anywhere else in the world, as one of the most unique Island in the world, the tradition and plants is totally different compare to anywhere else. For example, we are the only country in the world with Rafflesia flower the largest flower in the world, founded by Sir Stamford Raffles expeditions, lead by Dr. Joseph Arnold, among the main Rafflesia flowers in the world is rafflesia arnoldii, rafflesiapercii, rafflesiatengkuadlinii. Besides that, the main and most unique indigenous group such as KadazanDusun, Bajau, Rungus, Murut and so much more. The KadazanDusun is the main ethnic in Sabah, mostly can be found in Penampang area, they celebrated Kaamatan Day at the end of May and first day of June, mostly family members would gather and celebrate the event, a lot of activities is being held there, such as undukngadau where they search for the prettiest girl which represents the goddess that they believe save them last time during their folklore, the other tribe which have almost the similarities with the KadazanDusuns are the Ibans in Sarawak they celebrated Gawai day, it is similar where family members gather and celebrate to have fun and they also have a contest like undukngadau as well it is call the queen of gawai. Those are some or few of the main ethnic that can be found in Borneo. We are focusing on foods that are rarely found in restaurant as Bambang, Tuhau, Hinava and so much more. Even though most of them can make it but it is upon request unlike our restaurant we provide it just to introduce it to the tourist which come from almost around the world and let them taste the uniqueness of Borneo. Speaking of which, the ethnic are able to turn wild plants, herbs and fruits into culinary masterpieces that will tantalise your senses. In addition, its sweeping coastlines and many large rivers provide an abundance of freshwater fish. Rice is a staple but in the far north, corn and tapioca are popular not to forget Sago by Sago plant and with certain process which we can extract the Sago from and the local cuisine which is made from the plants itself. Most of the food can be eaten in variety kind of ways and serve most of the time. The food that we



provide are unique not just by the flavor but the exquisite taste and mixture of spicy, sour, sweet and so on, each of them. That's not all, the food itself is rich with vitamins and minerals which our bodies needed for health such as vitamin A,B,C,D,E and K and minerals such as iron, calcium, protein and so much more. We also provide fruits only can be found and only available at Borneo such as Rambutan, Papaya, Durian, and so muchmore. We also provide some 'kuih' the terms that the local use for hi-tea, just like what the local like to do during the evening or most of the time during an event ceremony or seminar, the 'kuih' that will be provided such as Banjaram which was made by the Bajaus, pisang goreng by the Malays, the local citizen of Borneo, Kek lapis made by the Malays in Sarawak area. Those are among the main foods that everyone should try whenever they come to Borneo island therefore we would like to provide such service to them.