



UNIVERSITI TEKNOLOGI MARA
DIPLOMA IN PUBLIC ADMINISTRATION
FUNDAMENTAL OF ENTREPRENUERSHIP
ETRS00



BANANA KING,
LOT B-75,
LOWER GROUND FLOOR,
SURIA SABAH SHOPPING MALL,
KOTA KINABALU,
88000, SABAH.

PREPARED BY :

ABU SOPIAN BIN KARATE	2008386903
JUSTIN LAMPOK	2008315627
RAHMAH BINTI ABD RAHIM	2008333319
SITI SAFIAH BINTI DURAHMAN	2008577415

DATE OF SUBMISSION:

15 APRIL 2011

SALINAN FOTO TIDAK DIBENARKAN

TABLE OF CONTENTS

NO	ITEM	PAGE
	Table of Figure, Chart & Table	
	Executive Summary	
	Acknowledgement	
	Letter of Submission	
1.0	Introduction	2
1.1	Challenges	3
2.0	Logo Description	4
3.0	Purpose of Business Plan	5
4.0	Business Background	6
5.0	Partners' Background	7
6.0	Partner's Agreement	11
6.1	Agreement Condition	11
7.0	Nature of Business	14
7.1	Location of the Business	14
7.2	Business's Address	15
7.3	Basic Amenities	15
8.0	Introduction to Administration Plan	17
8.1	Objective of the Business	18
8.2	Mission	18
8.3	Vision	18



TABLE OF FIGURES, CHART AND TABLES

Figures	Title	Page
1	Logo Description	4
2	Location of the business.	14
3	Plan of Location	15
4	Organization Chart	20
5	Administration Area	26
6	Plan of Banana King's Store	54
7	Operation Layout	55
8	List of Operational Personnel	60
9	Location of Suria Sabah	63
10	Location of Banana King in Suria Sabah Hypermall	64
11	Signboard of Banana King	91
12	Business Card of Banana King	91
13	Menu of Meals (Banana)	92
14	Menu of Drinks	93
15	Menu of Soft Drinks	94
16	Menu of Value Set (Promotion)	95

EXECUTIVE SUMMARY

Fundamentals of entrepreneurship as a part of our course subject is designed to provide students with knowledge and exposure in the field of small business and entrepreneurship as well as introducing students with some of the basic techniques and tools that can be used by entrepreneurs in managing their businesses. Apart from that, this course will guide us in facing a very challenging but rewarding career in the future which are not only theoretical but conceptual aspects of entrepreneurship and the crucial hands-on knowledge that will facilitate our understandings of entrepreneurship.

The business that we would like to propose is a relaxing cafe concept that provides services in the form of food and beverages based on banana. We chose bananas as the main products in foods and beverages that we offer because banana is a fruit that was popular among local communities, particularly areas of Kota Kinabalu.

Among the foods derived from bananas that we provide is a banana cake, dipped banana and banana chips. We also provide juice bananas as the main drink of choice for our customers.

The place that we choose to open up our cafe is at the Suria Sabah that located in a centre of city of Kota Kinabalu. Our business's promise of affordable prices and provides a comfortable environment in our store for our customers' satisfaction.

We hope to obtain and play an important part in the fast food industry in Sabah and have a healthy competition between other international brands. This will help us in obtaining useful knowledge and worthwhile experience in the competitive business world. Thus, bringing our Malaysian brand to the eye of the world. We also hope that our objectives and visions could be achieved with our teamwork effort and shared knowledge.

1.0 INTRODUCTION

Food and beverage has been one of the most popular types of business and it will always have customers for sales. We created this business proposal of Banana King based on this fact and we wish to be one of the members of entrepreneurs that engaged in this line of business.

Small and Medium Industry in Malaysia is one of the main contributors for domestic economic growth. This is a fact that led to government policy of having Small and Medium Industry as one of the main focus in revitalizing and boosting up domestic trade. As we all know, the government itself has been helping the community of entrepreneurs to set up business and we want to seize this opportunity to create a local brand of café that will be known across the region.

To achieve this objective, Banana King emphasizes on the use of banana as the main theme for our products ingredients along with strategic marketing plan and cost-effective operational plan. We believed in the potential of local fruits and plants to be used and served in diversified ways. This prompted us to come up with this business proposal as this will also help farmers and planters in terms of trade.

In this fast changing environment of business world, we also noted that strategic partnership with other entrepreneurs to promote a new, unique product can help to establish that product in the market faster than introducing it alone. So if other entrepreneurs are willing to accept our brand as their business there will be no problem to let them use Banana King as this will only help to increase credentials and value of our business brand. Thus, this will also help to strengthen our position as a leading newcomer in this industry.

Judging from the Tourism Malaysia for tourist arrival to Malaysia, we can see that the figure steadily rises for year to year. In 2009 alone, 23.6 million tourists have come to