



UNIVERSITI TEKNOLOGI MARA

BUSINESS PORPOSAL

EASTERN TAGOS

ETR300

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1.0 Executive Introduction

Nowadays people are living in an active lifestyle where everything gets to be done in a fast manner. Whether having breakfast or take a break for lunch, during leisure or working time, either way people are choosing to fill in their empty stomach in much more fast and convenient way. Based on those concerns, we're choosing a food business concept that could fulfill peoples demand on these particular matters.

Taco is a Mexican food that is prepared simply by folding a flour plate together with either veggie, chicken or beef fillings inside it. Regardless of time taken in its preparation, cost and taste, tacos compromise a great satisfaction towards the consumer. The specialty of our tacos would be on its ingredient where we'll use local spices which suit the taste of consumer.

Mexican taco does have its own attraction. Since taco food is still not very familiar among the Malaysian, especially the sabahan, so it is considered a pretty great deal for us to introduce this food to the local market. Therefore, we are trying to introduce taco flavor that is much preferred and regular for the locals to consume. Most of our taco uses the serunding as the main ingredients. Ranging from chicken serunding to seafood serunding, our tacos will have its own enthusiast in no time.

Talking about our service, it offers a cozy dine-in service and take away. Customer comfort will be on the top rank of our concerns. We'll prepare taco sets for breakfast, lunch, dinner and supper according to our customer preference.

We're choosing eastern tacos restaurant for our company's name as it appropriately symbolize and suit very much with our business concept. Our business will be an exciting start-up company that will develop its own tagline in Malaysian food industries. Located just at d-05 ground floor 1place Mall Putatan, Kota Kinabalu, Sabah. It should be a great location serving over 78 340 peoples in the area around Putatan and more than 462 963 people in the area around Kota Kinabalu where targets communities are those in high schools, college student, and workers at all ages.



1.1 VISION AND MISION

Our company has portrayed vision and mission as our guideline in order to achieve our company goals. This vision and mission also to ensure Eastern taco restaurant become successful.

VISION

'To be the best and well known tacos restaurants in Malaysia for its quality both in services and product

MISSION

Setting up tacos restaurant franchise and extend it throughout Malaysia and neighboring countries.

Ongoing assessment towards a product and service quality will be carried out for customer satisfaction.

Research and development (R&D) will also be carried out to varies the types of tacos serving suggestions and invent flavors that most preferred by the locals.

We will produce a high quality of tacos product that will fulfill the customer's needs and wants while achieve our business goals and objectives.