



UNIVERSITI TEKNOLOGI MARA
DIPLOMA IN TOURISM MANAGEMENT

ETR 300: FUNDAMENTALS OF ENTREPREUNERSHIP

TITLE:

BUSINESS PLAN PEARL ENTERPISE

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DATE OF SUBMISSION:

8TH OCTOBER 2010

TABLE OF CONTENT

Content	Page Number
Business Plan (Introduction)	1-4
Business Plan purposes	5
Logo Description	5
Project Location	6-7
Business Background	8
Organization Chart and Partner background	9-18
Partnership Agreement	19-25
Administration plan (Introduction)	26-27
Position and number of staff	27
Schedule or task and responsibilities	28-31
Company Remuneration	32-34
List of office equipment	35
Administrative Budget	36
Organization Chart	37
Restaurant Layout	38-39
Job Application Form	40-41
Marketing Plan	42
Marketing Objective	43
Menu	44-51
Market Size	52
Target Market	52
Competitor	53-54
SWOT Analysis	55
Market Share	56
Sales Forecast	57-58
Marketing and Promotional Strategy	58
Pricing Strategy	59
Marketing Budget	60

Operational Plan	61
Process Planning	62-63
Operational Layout	64-65
Location Plan	66
Production Planning	67
Monthly material planning	68-69
Machine and equipment planning	70-71
Working hours	73
Operational Budget	73
Financial Plan	74
Financial Plan Objective	75
Financial Plan Strategies	75
Sources of financial information	76
Background of business	77
Financial Budget	78
Conclusion	79
References	80
Appendices	81



Business Plan

1.1 INTRODUCTION

1.1.1 Company's Background

Pearl Enterprise is the official name of our company. We chose this name for our company because it is related to our restaurants' name(business concept) which is Pearl Restaurant. Pearl is the theme of our restaurant where every equipment used in the restaurant is looks like pearl such as the cutleries, the tables and the surrounding. Besides, pearl means a smooth lustrous round structure inside the shell of a clam or oyster much valued as a jewel. Similar to our company, all members in our company will unite to work together in order to give 100% satisfaction to our customer. We unite just like pearl in round shape and give 100% satisfaction to customer just like pearl valued as a jewel to everyone.

1.1.2 Vision

Our company's vision is to expand our business (D' Pearl Restaurant) to the international level within five years with more branches in every state in Malaysia. Our goals to expand Pearl Restaurant to the international level influenced by a lot of theme restaurants in overseas achieved their success well for instant Cannabalistic Sushi in Tokyo, Japan. 'Nyotaimori' in Japanese literally means 'female body plate', and this restaurant named after the tradition of eating sushi and sashimi off a nude woman's body takes the concept to a whole new level. Other than that, Modern Toilet in Taipei, Taiwan which it has seats on western style and faces shaped chocolate soft serve in miniature toilet bowls. Toilet rolls are hung over the tables for use as napkins and drinks come in miniature urinals. Besides, we want to open up more branches of our company in Malaysia perhaps all Malaysian will get to know about our restaurant and get their full satisfaction through our services.



1.2 BUSINESS PLAN PURPOSES

We use the business plan as:

1. Guideline for us for managing this business

In preparing the business plan, we have made a lot of strategies and plans for running the venture. When the venture becomes real, the strategies and plans will play an important role to help us to manage this business

2. To allocate resources effectively

Business plan also helps us to allocate our company resources effectively in order to avoid unnecessary wastage and to ensure optimum returns on investment. This can help with the planning, distribution and monitoring of these resources.

1.3 LOGO DESCRIPTION



PEARL ENTERPRISE

This is the logo of our company, Pearl Enterprise where the pearl represents all member of our company are unite in doing our work efficiently just like the round shape of pearl. While blue color represents the main food that we provide to customers which is seafood. This is because blue always related to the sea.