



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

HARRY POTTER'S BISTRO

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DATE OF SUBMISSION

20 SEPTEMBER 2013

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EXECUTIVE SUMMARY

The name of our company is Harry Potter's Bistro. Bistro is a business that provides services as well as providing food and beverages to the customer.

Our bistro is located at One Borneo Hypermall. We expect to start up our business on August 2015. Based on our own research, there is no Harry Potter's Bistro exist yet in this world. That is why we are taking the initiative to start this unique and one of a kind business.

The future prospects of our business are people around Sabah and at the same time aiming the international tourist. This is because, by referring the statistic of Sabah Tourism, the most visitors to Sabah are people who are live within Malaysia. On the other hand, international visitors are mostly half of the domestic visitors. This business has a high potential to expand.

In order to make this project happen we are requires funding RM500000 to start the business. We are prospecting to increase 5% and 10% sales of our business on second and third year respectively.

1.0 INTRODUCTION

Bistro is a place that a people can experience both services and also goods in terms of food and beverage industry. To be exact, bistro is a small restaurant serving moderately priced simple meals in a modest setting. Bistros are defined mostly by the foods they serve. French home-style cooking, and slow-cooked foods. Bistro eating is a style of cooking that involves using fresh, local ingredients to produce delicious, and nutritionally healthy recipes. Bistro eating has become much more popular due to the fact that people are more obsessed about their eating health, and also because a number of celebrity chefs such as Jamie Oliver and Gordon Ramsay use this style of cooking.

The origins of the word *bistro* are uncertain. Some say that it may derive from the Russian *bystro*, "*quickly*". According to an urban legend, it entered the French language during the Russian occupation of Paris in 1815. Russian officers or cossacks who wanted to be served quickly would shout "*bystro*." However, this etymology is not accepted by several French linguists as there is, notably, no occurrence of this word until the end of the 19th century. Others say the name comes from a type of aperitif, called a *bistrouille* (or liqueur coffee), and served in some reasonably priced restaurants.

The person in-charge of delivering the goods and services is called waiter for man and waitress for the ladies. Besides that, the kitchen department plays an important roles too even though they do not have any face to face communication with the customers. The waiter and waitress are the one who will be responsible to deliver the services as well as the customers' order. While the kitchen department consist of few person which will be responsible to cook or to fulfil the customers' order.