



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

MINI WORLD

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EXECUTIVE SUMMARY

Business plan that we prepare is to present our business in order to make a plan to open our restaurant with a combination concept from ten countries around the world which is "Mini World Restaurant" and the location is at Suria Sabah. Our business is focusing on serving food and drink. Food that we serve at the restaurant is from ten countries which are Malaysia, Indonesia, Thailand, China, Korea, Japan, Mexico, Italy, Arab, and India. In addition, we only choose a famous food each of the country that can attract customer to come to the restaurant to taste the variety food from different country. Since this concept not yet exists in Sabah, we had decided to run this business and become a pioneer. We will have a special menu which we will combine a food from different country by set. Our business serves the food open for individual, couple, friend and especially for family because we are focusing more on family and friends.

Our businesses choose Suria Sabah as our location because we think Suria Sabah is the strategic place and can attract many customers to our restaurant which is Mini World Restaurant. Since our business serve food from different country and the cost to get the raw material is high then we decide to choose a location where the potential customer has a moderate income and high income households. In addition, Suria Sabah is the place that people like to go for shopping, for family outing and so on.

From our observation, in the future our business has a potential for growth because food is psychological needs and people will always look for it. Besides that, we are serving food from different country and there are no businesses that do the same idea since we are pioneer for serving this kind of food. In addition, people like to try food from different country especially from famous country. We will keep maintaining a good service to our customer and adopt any feedback from our customer to ensure our customers are satisfied with our service. We will also change the price according to the market price and the price is compatible with customer income.

1.0 INTRODUCTION

The name of our business venture is Mini World Restaurant. We are introducing new concept of restaurant which we are serving food from different ten countries which is Malaysia, Indonesia, Thailand, China, Korea, Japan, Mexico, Italy, Arab and India. As we know food is the basic need for human, so we decided to open restaurant with different menu that we serve to the customer. In addition, this type of restaurant does not exist in Sabah.

Our vision is to "provide variety food around the world". Our business provides a different food from ten countries besides we will maintain halal and healthy food to serve to the customer. Our marketing manager sees a great opportunity in our business location which is the ground floor of Suria Sabah shopping mall because our target customer focuses on that particular mall.

Our mission is to believe in celebrating the differences that make a good restaurant great, which serve as both an internal mission statement and an external customer service goal. For those that put on the mini world nametag, we believe that the quality is our recipe, treat everyone with respect, do the right thing, profit means growth.

Food is psychological needs and people will always look for it then we believe that our product will contribute in market and we could also achieve our business objective which is reducing cost, to increase sales, and fulfill customer's satisfaction.

1.2 PURPOSE OF BUSINESS

- ❖ To assist management in goal-setting and long-run planning for our business now and for the future.
- ❖ To attract more investors and bankers so our company can get more financing source to run the business.
- ❖ To introduce and explain our business to other companies on what type of business and service that our business operate which it would be useful to create an alliance and make a contract.
- ❖ To give a job opportunities to people who are seeking for job.
- ❖ To allocate our business in market and make people realise the existence of our business.
- ❖ To help for the growth of our economic scale and give new idea or concept to people at the same time they can accept the idea.