



UNIVERSITI TEKNOLOGI MARA

ENT 300  
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
SALADE DU JOUR

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## 1.0 EXECUTIVE SUMMARY

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Our business, Salade Du Jour aims to introduce salad as the main course of our restaurant in Kota Kinabalu, Sabah for Sabahan to enjoy other than the food that is offered in the market.

Our business is formed on January 2013, formed by 6 partners namely Julianah Binti John (General Manager), Josepha Maria Bulohuk (Admin Manager), Rayner Japli (Marketing Manager), Angie Imelda Minsu (Sales Manager), Nur Faziela Binti Ibrahim (Operational Manager) and Melissa Harry Binti Awang Jual (Financial Manager). Our business is located at Lot 58, G-1, Lorong Plaza Permai 2, Alamesra Sulaman Coastal Highway, 88400, Kota Kinabalu, Sabah.

Our main menu is salad which is a type of healthy and nutritious food to consume. Our restaurant will serve variety of salad that is compatible with the local taste as well as the international.

We hope that in the future this business could compete well in the market and expand. Our business is the only kind that serves a full course of salad menu here in Kota Kinabalu and that will be the advantage for our business.

## 1.1 INTRODUCTION

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The name of our business venture is Salade Du Jour. We are introducing a salad based restaurant here in Kota Kinabalu, Sabah. This is a new business in Kota Kinabalu whereby we are specialized in serving salad as the main menu.

The word "salad" comes from the French *salade* of the same meaning from the Latin *salata* (salty). In English, the word first appears as "salad" or "sallet" in the 14th century. Salt is associated with salad because vegetables were seasoned with brine or salty oil-and-vinegar dressings during Roman times. The French loan phrase *du jour*, meaning literally of the day, came to English in the 1960s when restaurants started using it to highlight their daily specials (their *plats du jour*). Based on the history of salad, that was how we come up with the name of our business, Salade Du Jour .

We thought of trying to promote salad as fresh and healthy food to consume as we realize that the society nowadays is concerned about their health. Besides that, there is no restaurant that specialized in serving salad in Kota Kinabalu. Salad is described as light, fresh and leafy vegetable dishes which would be a satisfying meal to customers who loved to consume this food.

Salad may not suits the taste of some Sabahan people, however we try to create dishes that suits their taste well so that we will have a wide range of customers. We also offer a affordable prices for our menu.

Our business is located at Alamesra. We choose Alamesra as it is a strategic place whereby there are universities, offices, shopping mall and residents staying nearby. The rental price is also affordable. Other than that, public transportation is available in this area. As our business is new, it is important for us to choose a strategic place for the business to start up.

We hope that this new business venture could be accepted by the society. We would offer the best from us to serve the customers well to meet their wants and desires. Lastly, we believe that our business could expand in the future.