



ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

LE' LOCALS

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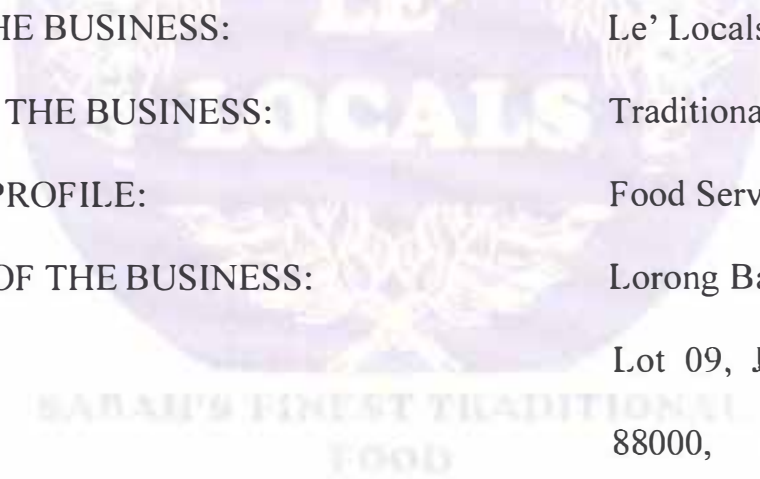
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1. INTRODUCTION

Due to the rapid development of Tourism industry in our country, we would want to take this opportunity by introducing Sabah's traditional food to foreign tourists and also to share the amazing food experience with them.

The partners have decided on other several matters concerning the establishment of the business:

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1. NAME OF THE BUSINESS: Le' Locals
 2. NATURE OF THE BUSINESS: Traditional food restaurant
 3. INDUSTRY PROFILE: Food Service Industry
 4. LOCATION OF THE BUSINESS: Lorong Bank,
Lot 09, Jalan Gaya Street,
88000, Kota Kinabalu,
Sabah.
 5. DATE OF BUSINESS COMMENCEMENT: 15th May 2015
 6. FACTORS IN SELECTING THE PURPOSED BUSINESS:
 - a) Opportunity to gain more profit.
 - b) Introducing traditional foods to locals and tourists.
 - c) To promote traditional foods in Sabah.
 - d) To promote Sabah and its cultures.

Le' Locals

1.1 EXECUTIVE SUMMARY

Le' Locals Sdn Bhd is a business company that is based on partnership where it consists of five important positions in the company itself which are General Manager, Administration Manager, Operational Manager, Marketing Manager and Financial Manager. Each partners of this company has contributed RM50, 000 where the total of the business capital is amounted to RM250, 000.

We decided to do a restaurant traditional food based where we will serve the finest and the most popular food amongst the cultures in Sabah. According to Sabah Tourism Board, the amount of tourist arrivals in Sabah is increasing especially foreign tourist from other Asia countries such as China and Japan. These tourists will usually book the tour package as it is easier for them to plan their trips. Mostly, their tour package will include traditional food tasting in a tourism cultural village like Mari-Mari Cultural Village. Therefore, we chose to do this business so it is easier for the travel agents to manage the transports, accommodation or etc. To our surprise, not every local in Sabah have tasted all traditional foods from different cultures. Therefore, our target market is not only on the foreign tourists but also on the local people. We decided that it could be a great idea for us to make a restaurant nearby so that the locals do not have to drive a long journey just to taste the traditional foods.