



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
OWL WAYS

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1.0 Introduction

1.1 Executive Summary

This business is based on partnership where it consists of five (5) members which hold important positions in the company such as General Manager, Administrative Manager, Marketing Manager, Financial Manager and Operation Manager. The business capital is amounted to RM50 000 where the total contribution of each member is RM10 000 and the rest RM 50 000 is from Bank Islam's Loan.

Serving fast food for everyone especially family with our special menu, being made with different types of bread and tortilla wraps with the combination taste between meat and vegetables. Owl Ways Enterprise with tagline 'Family "Owl Ways" Together' is located at Kota Kinabalu with address Lot C-778A, 1Borneo HyperMall, Jalan Sulaman, 88400 Kota Kinabalu, Sabah, Malaysia.

Owl Ways is a company that focuses on family that love to eat fast food, which is being innovated by our very own ideas. The taste of our food brought happiness toward our customers, instead of having a great taste it is also healthy when comparing to other fast food. Moreover, the simple steps and ingredients give a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in Malaysia.

To make it more attractive and interesting we also making some innovation by implying our creativity. Healthy food are important to everyone, by comparing to others fast food restaurant our company are healthier. Therefore, it are suitable for every level of ages and our packaging are also easy and simple that everyone can hold it and bring it everywhere.

1.2 Product Description

Owl ways is a fast food restaurant that primarily sells hot sausage bun and wraps in healthy way. The main ingredients are tortilla wraps hot sausage bun and potato.

We are provided different kind of topping, the concept is the customer can choose their salad meat and topping as many as they like and what kind of wrapping they choose to buy. Besides that, there are many kind of sauce that they can choose to be the additional flavor to their wrap.

The sauce is for making the product more likeable and taste super delicious. There are many kind of sauce that we provided as the topping of our delicious product. Tomato ketchup, chili, thousand island, prego tomato puree, mayonnaise and cheese.

Our fast food restaurant is supporting green daily consumption , therefore the packaging of our product are using paper and not using any plastic beg for a better future. The packaging is more likely to be share to our customer because we are provided a cute and nice packaging to our product, it will be easy to bring and easy to use.