



BUSINESS PLAN OF MR STEAK HOUSE

Faculty : BUSINESS MANAGEMENT

Program : BACHELOR OF BUSINESS
ADMINISTRATION (HRM)

Program Code : BM243

Course : PRINCIPLES OF ENTREPRENEURSHIP

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Group Name : MR STEAK HOUSE

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1. INTRODUCTION

Name of Business:	Mr Steak House
Nature of Business:	Food and Beverages
Location of Business:	23, Jalan BPP 5/8, Bandar Putra Permai, 43300 Seri Kembangan, Selangor Darul Ehsan.
Date of Business Commencement:	1 st February 2019
Future prospect of the business:	Nowadays most of Malaysian looks for something unique and interesting place to eat. It is the right place, we provide unique combination of excellent food at value pricing with a fun relax and entertaining atmosphere. Decoration with modern concept and family friendly environment. Most importantly all of the products are certified HALAL by the Islamic Affairs Division, Department of the JAKIM, Malaysia. Future prospect is corporate sectors to choose our place for their small event and function at our place.

PURPOSE

To apply for a loan of **RM 200,000.00** from **CIMB Bank Berhad**

Loan applied	:	RM200,000.00
Processing fee	:	(RM500.00)
Interest	:	7% per annum
Tenure	:	15 years (180 months)
Monthly payment	:	RM1,800.00



2. BUSINESS BACKGROUND



Name of Business	Mr Steak House
Address	23, Jalan BPP 5/8, Bandar Putra Permai, 43300 Seri Kembangan, Selangor Darul Ehsan.
Email/Website	www.mrsteahouse.com.my
Form of Business	Partnership
Main Business Activity	Food and Beverages
Date of Business Registration	1 st December 2018
Date of Commencement	1 st February 2019
Name of Bank	CIMB BANK
Bank account number	7018465684
Initial (own) Capital	RM150,000.00



4.0 ADMINISTRATION PLAN

4.1 VISION

- Mr Steak House vision to become the best restaurant in town with higher daily customers
- Establish in interest of fresh and good quality of foods with high satisfaction
- Opening few branches in Klang Valley

4.2 MISSION

- Mr Steak House will offer mouth-watering meals and beverages in a soothing environment.
- Our staff will be cheerful, courteous, and focused on pleasing our customers. Educate customers about what products, type of meats and the different of taste and HALAL
- We will be a good neighbour to the businesses in our area, and we will be a contributing and supportive member of our community
- Have employees hired and trained to achieve customers satisfaction
- Our vendors will be treated with loyalty, and they will find their future with us to be fruitful.
- Most importantly be making a profit in our business.

4.3 OBJECTIVES

Mr Steak House will utilize the following strategies to achieve its short and long-term objectives.

- Work hard and remain dedicated, confident, open-minded and supporting each other's in any matters.
- Our policy of having a manager visit any and every table that has a question, or if the customer has positive or negative feedback. The manager is required to use every means possible to satisfy our customers.
- Our commitment to the success and happiness of our staff.
- Our commitment to providing excellent quality food and beverages at all times.

