



DCA

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RAMPAI SARI SATE CATERING

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EXECUTIVE SUMMARY

Totally, after doing from administrative plan, marketing plan, operations plan and financial. We are sure and confident that Rampai Sari Sate catering has a potential to success in the food industry business.

Refer or analysis, we found our implementation cost is quite high. It is caused of the renovation, purchased of fixed asset, equipment and tools. Then our expenses are reduced and we get some profit.

In the marketing, we will ensure to full fill the customer need and want. We are not very new in the industry but we still have to manage the weakness in the marketing planning. In the operation, we must ensure that the quality is full filling the demands and order from customer.

In the financial, we will make sure that the cost is balance. In the future we will produce a good quality and got more profit.

For conclusion, our business will be success and famous around the area. We are very confident that our product is qualified, delicious and clean.

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