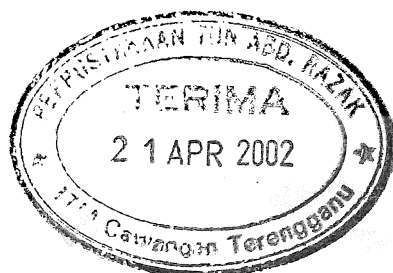




**MARA UNIVERSITY OF TECHNOLOGY
FACULTY OF HOTEL AND TOURISM
MANAGEMENT
DUNGUN, TERENGGANU.**

**ENTREPRENEURIAL STUDIES (ETR300)
DIPLOMA IN CULINARY ARTS 06**



GROUP MEMBERS:

1. FARAH JUANA AHMAD NAJMI
(99170788)
2. ZARIENA RAMLI
(99150073)
3. NAJUAH ABDUL HALIM
(99150352)
4. ZAINATUL SHAFINA ZAINOL
ARIFFIN
(99150377)
5. NORAZURA M. ZANI
(99150265)
6. KHAIRUL BARIAH M. ROSE
(99150297)

FOTOSTAT TIDAK DIBENARKAN

UNIT RUJUKAN DAN PERKHIDMATAN PEMBACA
UNIVERSITI TEKNOLOGI MARA
KAMPUS DUNGUN.

1.0 INTRODUCTION

Culinarian Knives Pte. Ltd. This is the business name that we all had agreed to establish. The Culinarian Knives is a retail shop, which sell various kinds and functions of high quality knives, which is imported from the doubtless, and famous knives company, Victorinox from Switzerland. We, as a newborn company, only sell knives for the beginning since there was a high demand for original quality knives due to the blooming business of hotels and resorts especially, and café and clubs generally.

There could be millions of reasons why did we influence to open this business. In the world today, if we examine carefully, most of the people who deal in the hotel and food industry they always seek for the best due to the high competition among them. So, why search for low quality materials if they afford to buy it and desire for long lasting consumption. The last one is we want to introduce and to aware the various kinds of these knives besides its superior quality to the community.

From the research we had done, we estimated that in 3 years time, the Culinarian Knives Pte. Ltd. had the potential of having branches in the city of Malaysia. Our main target is mostly in Shah Alam and Kuala Lumpur.

2.1 THE REASONS OF ITS PREPARATION

2.1.1 As an opportunity to the entrepreneur to assess venture objectively, critically and practically.

In the world of today, many business fails due to preparation of business plan by the entrepreneur based on emotions, desire and feelings. This has caused the decision taken is not objective and rational. With the preparation of a business plan, an entrepreneur could plan the execution of his business more conscientious and clear based on genuine information. This leads to preparation of a more practical business plan.

2.1.2 To study and evaluate the business feasibility

This business plan helps an entrepreneur to determine the feasibility of their business. It helps them to make decisions in any investment.

2.1.3 To convince venture capitalists, investors, and bankers to raise capital and obtain support

Explaining the feasibility of a business would help an entrepreneur to gain confidence from any other interested parties. An entrepreneur might get a support from financial institutions for their business.

2.1.4 As a guideline for a day-to-day management.

A business plan is useful in managing a business in order to become the best company among others. It helps the entrepreneur for a more strategic and conscientious business plans.

2.1.5 Divine the business reasons better

A small business usually had a limited sources for its business. As a result, an entrepreneur is asked to divide the sources needed correctly in order to prevent wastages. Also, it helps to give a great income for the business.

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1.0 INTRODUCTION