



اوتنورسيتي تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING (FSPU)

DEPARTMENT OF QUANTITY SURVEYING

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

HEX BURGER



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LECTURER'S NAME :

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1.0 EXECUTIVE SUMMARY

Hex Burger Cafe is a relatively young business that has been run by 5 young entrepreneurs consisting of General Manager, Administrative Manager, Marketing Manager, Operations Manager and Finance Manager. This business is also a form of partnership that contributes to the same amount of capital and will hold different duties and responsibilities to manage our business.

HEX Burger is derived from the word horrible extreme to show its delicious taste and be able to satisfy the tastes of spicy food lovers. HEX Burger's operating hours are from 10 a.m. to 10 p.m. seven days a week. The business concept we run is a burger business that offers a wide variety of delicious sauces as well as special patty which is self-produced with a mixture of spices processed to produce a different taste than the burgers that have been sold in the market.

Next, HEX Burger target market to all level of ages from children to adults and regardless of nation. In addition, our target market also focused on western food enthusiasts especially burgers. Not only that, HEX Burger Cafe frames a competitive advantage through a strategic business location at Jalan 3/144a, Medan Connaught, 56000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur where it is easily accessible by customers or reaches a wider market. We also offer reasonable prices and according to customer requirements.

From the business that has been conducted at Jalan 3/144a, Medan Connaught, 56000 Kuala Lumpur, Federal Territory of Kuala Lumpur for a year, the profit earned by HEX Burger Cafe has increased from time to time. It started with a January profit of RM221,162 and in December is RM225,000. The profits we make are actually more than our targets. It shows the business being run is well received by everyone.

2.0 BUSINESS DESCRIPTION



Diagram 1 : HEX Burger Logo

HEX Burger was established on 5th January 2020 at Jalan 3/144a, Medan Connaught, 56000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, which is very strategic, close to lots of shops, government, and private offices, and close to residential areas. The owners of HEX Burger, namely Muhammad Syazwan Safwan bin Nazri, Mimie Shahida binti Mohd Johar, Syahmina binti Mahiyud - din, Nurul Ain binti Abdul Sahbana and Nurul Najihah binti Mohd Khairul Azahari are graduates of the Diploma in Business from UiTM. The eruption of this idea was due to the same dream of becoming a successful young entrepreneur. In addition to fulfilling the requirements of fardhu kifayah as Muslims and achieving the desire to be an example to the younger generation to be brave enough to be self-employed without a salary. HEX Burger's operating hours are from 10 a.m. to 10 p.m. seven days a week.

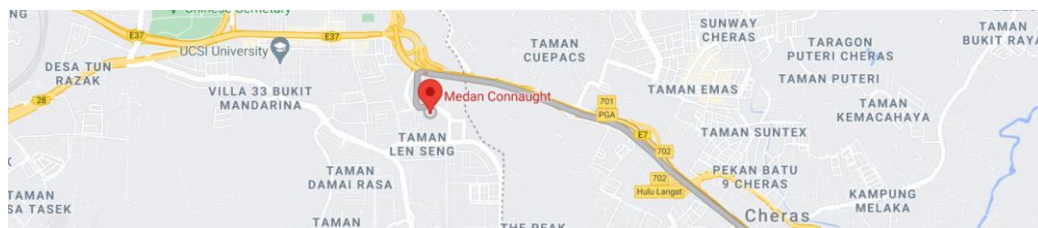
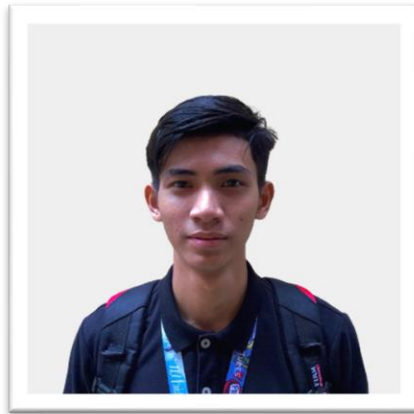


Diagram 2 : HEX Burger Location

HEX Burger is derived from the word horrible extreme to showcase its delicious taste and be able to satisfy the tastes of spicy food lovers. A more special patty is self-produced with a mixture of spices processed to produce a different taste than the burgers that have been sold in the market. Once a sense of certainty the customer will look for it many times. In line with its motto customer satisfaction is our top priority. Therefore, each of the burgers produced will publish its own taste and can bring delicacy to customers who enjoy it. The business is expected to continue to grow and be able to be competitive with restaurants that sell fast food in the market. Therefore, HEX Burger has its principles by setting a vision that is to thrive to

3.0 OWNER DESCRIPTION



Name Of Owner	Muhammad Syazwan Safwan Bin Nazri
Identity Card Numbers	000412-08-1311
Permanent Address	No 58, Jalan Aman 3, Taman Desa Aman, 34200, Parit Buntar, Perak
Correspondence Address	No 58, Jalan Aman 3, Taman Desa Aman, 34200, Parit Buntar, Perak
E – Mail	syazwan4645@gmail.com
Telephone Number	018-4727492
Date of Birth	12 th April 2000
Marital Status	Single
Academic Qualification	Diploma In Business Management B. A. (Hons) In International Business
Course Attended	Entrepreneurial Studies
Skills	Communicate In English And Arab
Experiences	1 Year In Handling Petrol Station
Present Occupation	General Manager
Previous Business Experience	Cashier And Engine Oil Marketer