



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES**

**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

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## 1.2 PURPOSE OF BUSINESS PLAN

1. To allow us as entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. When making a business plan, we can view and evaluate the detail manner. Starting a business make us realise that we need to take a lot of aspect in a serious way. We will need to examine the details starting from the basic things for example, ingredients that we use and the capital issues. We also need to identified who is our target customer, the place that will be suitable to open our restaurants and ways to market our restaurants. This allow us to improve ourselves and to get good understanding about business. We can see in a clear way what steps should we take to make a successful business.
2. As a guideline for managing the business. Business plan offers a short guideline associated with commercial enterprise's marketing, operation, administrative and financial. Besides, it offers recommendations about each day operation of the business to us to make sure that every activity go easily.
3. To allocate business resources effectively. For a new business, a financial issue is crucial to be handling as we are new in the industry and we need to make sure our capital is balance. This business plan allowed us to make a clear and effective strategy on how we will spend our resources most effectively. This is important in order to avoid wasting resources such as capital assets that we possess and distribute them in an efficient manner.

Restaurant Sambal Chill'in &  
124 Ground Floor Jalan Ria Indah,  
Taman Ria Indah, 08000  
Sungai Petani, Kedah

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### 1.3 BUSINESS BACKGROUND

<i>i.</i>	<b>Name of the business:</b>	Restaurant Sambal Chill'in
<i>ii.</i>	<b>Business address:</b>	124 Ground Floor Jalan Ria Indah, Taman Ria Indah, 08000 Sungai Petani, Kedah
<i>iii.</i>	<b>Correspondence address:</b>	A-121, Jalan Ria Indah 12, 08000, Taman Ria Indah, Sungai Petani.
<i>iv.</i>	<b>Website address:</b>	www.SambalChillinSP.com
<i>v.</i>	<b>E-mail address:</b>	restaurantsambalchillin02@gmail.com
<i>vi.</i>	<b>Telephone number:</b>	011-7960732
<i>vii.</i>	<b>Fax number:</b>	06-41265139
<i>viii.</i>	<b>Form of business:</b>	Partnership
<i>ix.</i>	<b>Main activity:</b>	Serve village style cuisine with a spicy combination of sambal made by our restaurant. The sambal or chili that we use is basically homemade and different from others.
<i>x.</i>	<b>Date of commencement:</b>	1 June 2021
<i>xi.</i>	<b>Date of registration:</b>	5 February 2021
<i>xii.</i>	<b>Registration Number:</b>	In Progress
<i>xiii.</i>	<b>Name of Bank:</b>	Maybank
<i>xiv.</i>	<b>Bank account number:</b>	158025024213

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