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UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS PLAN

BUSINESS NAME

SUNSET'S RESTAURANT

PRODUCT NAME

FOOD AND DRINK MENU

Prepared for

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Prepared by

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Through this problem, I was able to become more organized and mature in the problems that occurred during our time. This business plan included the planning, marketing, operations, finance, training, and all other information that an entrepreneur needs to guide the business.

Lastly, for those involved and directly or indirectly in this business plan, we are very grateful to them for the effort and initiative they put into our project until we have successfully completed our business plan. We apologized to all the unnamed people who have helped us in many ways to complete this project and us too forward to it.

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EXECUTIVE SUMMARY

Sunset's Restaurant products and services for customers, providing the variety dishes such as black pepper salted egg lobster, Salmon miang pla pao, and so on that give high satisfaction on consumer.

Our client is customers identifying as middle and low class who want consume product with affordable price product, and also get to see beautiful scenery of Sunset while enjoying the meal. We also targeting busiest workers because we have delivery services of our product to customer home. We offer a variety of dishes that give the nutrition of health, low calories and receive halal certificates.

At the middle in Kelantan, Bachok particularly Sunset's Restaurant business has been an explosion of growth over the year. Bachok is an area that many people such as tourist, groups family of local people, students and so on. While there are currently so many businesses like us in Bachok, but we only business have special delivery services and at the strategic place behind the beach.

Sunset's Restaurant marketing strategy is to emphasize the quality and price of the product and services. We offer the affordable price because some people have low incomes. Thus, we develop marketing strategy that gives attraction to come our restaurant especially poor people.

The management of Sunset's Restaurant consist of 5 lead workers are Norhasnien, Nor Atira, Khairunnasuha, Nur Athirah and Muhammad Salman. Our workers have extensive experience in finance, marketing, operation and administrative. Khairunnasuha as marketing manager and Muhammad Salman as operating manager and also as chef worker has experience in restaurant industry at Crown Garden Hotel at Kota Bharu, Kelantan. Already we have service and products commitments plan to aggressively build our brand through newspaper, ads, signboard, and promotion via social media like tiktok. The loving and good scenery restaurant that Sunset's Restaurant will provide is sure to appeal to customers throughout the Kelantan especially Kota Bharu area.

INTRODUCTION

1.1 BUSINESS DESCRIPTION

Name of the Business	Sunset's Restaurant
Business Address	Lot, 345, Jalan Pantai Irama, Bachok, Kelantan.
Website	www.sunsetsrestaurant.com.my
E-mail	Sunsetsrestaurant@gmail.com
Telephone Number	09-7731068/012-8850322
Fax Number	09-5463432
Form of Business	Private Company Limited
Main Activity	Food and Drink
Date of Commencement	12 March 2017
Date of Registration	10 April 2016
Registration Number	SB 075-8767-K
Name of Bank	Maybank Berhad
Bank Account Number	560984023670