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ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

(LALAI CHICKEN RICE RESTAURANT)

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السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

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1.0 EXECUTIVE SUMMARY

LaiLai Chicken Rice Restaurant is a business that offers scrumptious food and the most importantly to be Malaysia's No. 1 Chicken Rice restaurant. Initiated by Nayli Hafizah binti Hamuda Azhar as the owner of the restaurant who loves to eat chicken rice. We are planning to choose Pt 218, Jalan Kompleks, Bandar Kota Bharu, 15300, Kota Bharu, Kelantan as our strategic location to start our business. Our chicken rice is unique because we serve rainbow coloured rice. To those who are chicken rice lover, they should try our Rainbow Chicken Rice product which is guaranteed to be extremely delicious. For our Rainbow Chicken Rice, we were using fresh or original ingredients.

Furthermore, our signature rainbow rice is made from natural food colouring because we want our customers to feel the originality itself. LaiLai Chicken Rice was established at Kota Bharu, Kelantan. Price of our Rainbow chicken Rice in size medium is RM10.00 We expected that our business will become more developed soon because with our signature dish, the demand will increase not only during promotion day but in daily basis. This will give more advantages for us to open our branches across the country and we can improve it to more profitable and capable in long run.

2.0 INTRODUCTION

LaiLai Chicken Rice Restaurant is the name of our company. The name has been chosen based on our main menu which is Rainbow Chicken Rice. The highlight of the menu is Rainbow Chicken Rice. The address is Pt 218, Jalan Kompleks, Bandar Kota Bharu, 15300 Kota Bharu, Kelantan. The location can be described as strategic, as anyone can easily find this restaurant. This eatery is close to SMK Ismail Petra Kota Bharu. Because of the strategic location, our company will be more successful.

The business has been registered on 18th January 2020. Our company's long-term goals include becoming one of the best restaurants in Malaysia that serves extremely delicious Rainbow Chicken Rice. We also want to be the first choice of chicken rice restaurant that comes to their mind. Apart from that, we also want to open few branches across the country. Now, we are trying to select a charity to begin sponsoring few occasions and events. By becoming a sponsor, our Rainbow Chicken Rice will be known by the clients and they will surely crave for more. Besides that, we are increasing our social media postings to three times a week. Social media postings are very important to make people know about our restaurant. Our next long-term goal is that we want to hire 100 new employees so that we can offer the best customer service.