

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

MALAYSIAN RECIPES RESTAURANT
DIPLOMA IN TOURISM MANAGEMENT

PREPARED BY:

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1.1 Executive Summary

Our group has decided and agreed upon to set up a business due to the rapid development in our country. The name of our business is Malaysian Recipes Restaurant. We choose this name because our business is related with the Malaysia heritage food that practices by the Malaysia people until today.

About the nature of our business, it is related to Malaysia Heritage foods. Our restaurant served variety of Malaysia traditional foods that rarely been served by other restaurant. This Malaysian heritage foods are made from the original recipes from local peoples because we want maintain the originality of the food taste and ingredients so that the new or modern generations know about it. This is because Malaysian people that rich with a variety of traditional foods that from their inherent.

About industry profile of our business, it is part of restaurant industry. In fact, this industry is wide because we will see that wherever we go, there are must be a restaurant or something related with foods. This is because people need foods to get energy for surviving in the earth. Because of this industry is wide, we try to make something different in our restaurant by serving Malaysia heritage foods to make it more attractive and unique.

Our business, Malaysian Heritage Restaurant is located in Makamewah Sdn Bhd, Lot 9-3, 9th Floor, Suria Sabah Shopping Mall 1, Jalan Tun Fuad Stephens, 88000 Kota Kinabalu, Sabah. We choose this place because this is strategic place where there are many visitors going in and out. Besides, location of our business is strategic because an attraction place for the tourist and also local people. This place also has facilities such as electricity, water, phone line, and many more.

After discuss with our partner, we agree the date of our business commencement is on 30th May 2013. This is because on date time in Sabah there is a Harvest Festival which is celebrated by all the local people in Sabah and attract the tourist to come and visit Sabah.

1.2 Introduction

The Malaysian Recipes Restaurant (MR) will firstly operate with the small capital that is affordable by each of the six joining partner, on the first month operating the main objective of the company will only focus on getting exposure on the Malaysia heritage food. This is the first step for our company to introduce or product on the local market.

After some thorough research made we estimate on the first month of operating we will gain a very little small portion profit or breakeven, three month later, after our product is known among the targeted market, we will slowly increase our capital and the distribution range of our target market through time, thus generating income for the company. And the activity goes on and on with the increasing of each three month modal that is roughly calculated RM500.00. We estimated that after three years of operating we will be able to rent a decent place for us to distribute our product properly.

We believe that by targeted or customer especially the tourists, the Malaysian Recipes restaurant will gain more revenue and we can open our new branch along the Malaysia and if we are lucky, our branch will develops until overseas. By maintaining and increases our level of services and food presentation also preparation, the loyalty customer will increases and help developing and promoting our restaurant.