



اَبْنُو سَيِّدِي تَكُونُ لَوْ كُنَّا مَادَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM 110)**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**(ENT 300)**

**GROUP ASSIGNMENT**

**BUSINESS PLAN REPORT: “ACU TERA CHICKEN RICE RESTAURANTS”**



**PREPARED BY:**

NO.	NAME	GROUP	MATRIC NO.
1	NUR IMAN ATHIRAH BT MOHD ASRI	D1AM1105B	2018696214
2	NIK NUR FARAHANI BT NASHARUDIN	D1AM1105B	2018254032
3	NUR ZAFIRAH AUNI BINTI MOHD ZAMRI	D1AM1105B	2018216296
4	NUR ALIAH NABIHAH BT NAZAMIRA	D1AM1105B	2018277542
5	NOOR FATIN ADIBA BT WANDI	D1AM1105B	2018415742
6	MUHAMMAD FARIZ B MUHAMMAD ALIAS TEAW	D1AM1105B	2018429368

**PREPARED FOR:**

**MADAM NUR HAZELEN MAT RUSOK**

**DATE OF SUBMISSION:**

**23 JANUARY 2021**

<b>CONTENTS</b>	<b>PAGE</b>
Acknowledgement	<b>1</b>
Executive Summary	<b>2</b>
Partnership Agreement	<b>3-5</b>
<b>1.0 Introduction</b>  1.1 Introduction to Business 1.2 Purposes of Preparing Business Plan 1.3 Business Background 1.4 Partnership's Background 1.5 Location of the Business	<b>6-16</b>
<b>2.0 Administration Plan</b>  2.1 Introduction of Organization 2.2 Organization Chart 2.3 Administration Personnel 2.4 Schedule of Task and Responsibilities 2.5 Schedule of Remuneration 2.6 Office Equipment and Supplies 2.6.1 Office Equipment 2.6.2 List of Furniture, Fitting and Fixture 2.6.3 List of Stationary 2.6.4 Utilities Expenses  2.7 Administrative Budget 2.8 Administrative Layout	<b>17-25</b>
<b>3.0 Marketing Plan</b>  3.1 Profile of Product 3.1.1 Product Description 3.2 Determining Target Market 3.3 Analysis Market Trend and Size 3.3.1 Market Size 3.3.2 Market Share 3.4 Sale Forecast 3.5 Marketing Strategy 3.5.1 Product Strategy 3.5.2 Service Strategy 3.5.3 Pricing Strategy 3.5.4 Place Strategy 3.5.5 Promotion Strategy 3.6 Marketing Budget	<b>26-42</b>
<b>4.0 Operation Plan</b>  4.0.1 Flow Chart for The Chicken Rice	

4.0.2 Activity Chart for Process in The Restaurant 4.0.3 Symbol of Process Chart 4.1 Material Requirement 4.1.1 Material Requirement for One Day Production 4.1.2 Material Requirement Based On Months  4.2 List of Machine and Equipment 4.2.1 Machine 4.2.2 Equipment  4.3 Layout Plan of Operation Area 4.3.1 Full Premise Layout Plan 4.3.2 Kitchen and Store Layout Plan 4.3.3 Symbol of Layout Plan of Operation Area 4.4 Operation Overhead 4.4.1 Other Expenses  4.5 Operation Budget	<b>43-54</b>
<b>5.0 Financial Plan</b>  5.1 Project Implementation Cost 5.2 Pro-forma Production Cost Statement 5.2.1 Pro-forma Profit and Loss 5.3 Pro-forma Balance Sheet 5.4 Cash Flow Pro-forma 5.5 The Proposed Business Profitable	<b>55-59</b>
<b>6.0 Conclusion</b>	<b>60</b>

## ACKNOWLEDGEMENT

Bismillahirrahmanirrahim,

First and foremost, we would like to express our gratitude and thankful to Allah S.W.T. because of His blessings, in completion of this Business Plan Report titled “**Acu Tera Chicken Rice Restaurants**” as one of the requirements that need to be accomplish in this course assessment for the code ENT 300.

Special thanks to our beloved lecturers, Madam Nur Hazelen Mat Rusok for her valuable time and guidance as well as constant supervision in order to help us during the process of completion of this report project work. Due, to the kindness and effort showing by our lecturers, it results us to being on the right track about all of the contents that need to be insert in this business plan report. She also has given us a proper guidance by sharing useful information and contributed brilliant ideas to us. Without her kindness, for sure we would not be able to complete this business plan report.

Besides, not to be forgotten a big thank you to our parents for giving morale advice and endless support during the process of finishing this report. Next, we would also like to thanks all of our group members who had already give the brilliant ideas, good cooperation and full commitment as well as dedication in completing this business plan report on the exact time given. Our gratitude’s goes to all of you and we are deeply appreciated it.

The process of completing this business plan report has taught us many basic skills and fundamental elements to starting our business which this business plan covers administration, marketing, operational as well as financial plan that will become as a guideline for new entrepreneurs likes us to starting our business.

Last but not least, to all individual who had involved in completing this report directly or indirectly, we want to express a big thank you to all of you.

## EXECUTIVE SUMMARY

First and foremost, our business is based partnership. There are six (6) members in this partnership which have important role in the company such as General Manager, Administration Manager, Marketing Manager 1, Marketing Manager 2, Operational Manager and Financial Manager. The business capital is amounted to RM 260,000. Each member total contribution is RM 20,000 and the rest RM 140,000 is from Bank Islam's loan.

Chicken Rice is one of the most popular dish at our company. Acu Tera Chicken Rice Restaurants Sdn Bhd with tagline "Incredible Taste with Diversity Choices" is located near Kota Bharu with address: No 20, Kampung Kraftangan, Jalan Hilir Kota, Bandar Kota Bharu, 15300 Kota Bharu, Kelantan Darul Naim.

Acu Tera Chicken Rice Restaurants Sdn Bhd is a company which focuses on food production which selling authentic chicken rice with three different serving portion consists of steamed, roasted or even black pepper chicken in Malaysia. In contrast to regular chicken rice, our company tries to introduce unique food that is interesting and suitable for everyone to enjoy. Apart from that, our company use only the most delicious, freshest and halal ingredients in the making of tasty chicken rice. With this ingredients, our company hope that our chicken rice will attract many people's attention to try it especially to the people who is chicken rice's lover. By that, our company highly confident that our business can be easily developed and spread in Malaysia.

To make our dish more attractive, our company decided to make some innovation into the chicken as well. For steamed chicken rice, we have put the ginger and minced garlic. Thus, ginger has proven that help aids digestion, reduces nausea and may fight flu and colds while minced garlic can boost the functions of the immune system. Besides that, for black pepper chicken rice, we have added fresh milk and black pepper into this meal. Through this innovation, it helps to increase the body become healthier. By that, our chicken rice may become customers's favourite food as it is complete healthy meal which surely satisfying to the tummy.

With the loan provide in support of Bank Islam, we hope that Acu Tera Chicken Rice Restaurants can meet the overwhelming demand from consumer. This will be achieved with the full cooperation and effort between partners to promote the company. Thus, this will be our motivation to make our products more profitable and stable for the long term.