



اَوْنِيُوْرَسِيْتِيْ بِاْتِيْكَوْنُوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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DIPLOMA IN PUBLIC ADMINISTRATION

AM 1104A

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BURGERLIIOUS CAFE

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21 MAY 2019

PREPARED FOR:

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## **1.1 LETTER OF SUBMISION**

Burgerlicious Cafe,  
Diploma in Public Administration,  
Universiti Teknologi MARA Sarawak,  
Kampus 2 Kota Samarahan,  
Jalan Meranek, 94300,  
Kota Samarahan.

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Madam Siti Mardinah Binti Abdul Hamid,  
Universiti Teknologi MARA Sarawak,  
Kampus 2 Kota Samarahan,  
Jalan Meranek 94300,  
Kota Samarahan.

Dear Madam Siti Mardinah Binti Abdul Hamid,

**RE: Submission of the Business Plan**

As mentioned above, our partnership business has completed our project successfully on time and this booklet have been submitted for further evaluation and review as required in completing the course ENT300.

### **1.3 EXECUTIVE SUMMARY**

Burgerlicious Cafe is our company name which serve burger as our main menu. Our cafe also serve Nasi Ayam Penyet, Nasi Lemak, Laksa Sarawak, dessert and many more. Our cafe want to introduce our delicious food to the people especially in Samarahan area.

Our business is in the form of partnership, which consists of 5 members. Our business will be full operated on 1<sup>st</sup> of January 2020. Our business will be operating at Aiman Mall, Kota Samarahan. As mentioned earlier, our partners are entitled to take part in the business management. We agreed to appoint each of the partners as stated below:

NAME	DESIGNATION
Nur Syafika Binti Abdul Malik	General Manager
Nia Nazifa Binti Mohd Wasli	Marketing Manager
Rahima Atiqah Binti Rahim	Operation Manager
Noralin Binti Albahri	Administration Manager
Nur Fahira Binti Kisin	Financial Manager

Basically, the administration manager will be in charge of the office coverage, prepare all necessary office supplies by identifying any needs involving the Burgerlicious Cafe, improves our menu and service quality by upgrading applications and procedure which is all basically everything that involves the administration system. The marketing will help to encourage and increase sales by providing interesting marketing plan to attract customer to come to our premise and try our product. Other than that, the operational manager is going to ensure the workers ready when customer come in and serve them properly and communicate any changes made Burgerlicious Cafe activity with the customer accordingly. The finance manager will be in charge with the development or the financial management mechanisms that minimize financial risk, provide and interpret the financial information of Burgerlicious Cafe business.

### **1.4.1 NAME OF COMPANY**

The name of our company is "Burgerlicious Cafe". We choose this name because it is clearly states our business is selling burger as our main product. We also choose "licious" to shows that our burger is delicious.

### **1.4.2 NATURE OF BUSINESS**

Our company is selling burger that is based on burger business. Burger is a popular fast food among teenagers. Our company want to introduce our delicious burger to the people so that they can have it anytime and they also can relaxing by having our cafe's menu. By having our burger, the busy lifestyle can be rewarded for themselves and their loved one.

### **1.4.3 INDUSTRY PROFILE**

The Malaysian food and beverages industry has grown due to many demands of people that often dine and eat outside. With the existence of burger, it is very beneficial to many people especially teenagers as they like to have something delicious. This industry also has give the opportunity for us to open the business based on fast food that keep on growing day by day. Our cafe hope that with the uniqueness in our dessert can lead us to our targeted profit in the future.