



**FUNDAMENTAL OF ENTREPRENEURSHIPS (ENT300)**  
**BUSINESS PLAN**

**MEISTER BURGER**  
**FOOD AND BEVERAGES (SERVICE ORIENTED)**

**PREPARED BY**

**FACULTY&PROGRAMME: DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**SEMESTER : 4**

**PROJECT TITLE : MEISTER BURGER**

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**SUBMISSION DATE**

**21<sup>st</sup> MAY 2019**

## Table of Contents

	<b>Contents</b>	<b>Page</b>
	<b>Executive Summary</b>	1
<b>Section 1</b>	<b>Introduction</b>	2
	Name of Company	2
	Nature of Business	2
	Location of Business	2
	Date of Business Commencement	2
	Factors selecting western food based business	3
	Future prospect of the business	3
<b>Section 2</b>	<b>The Purpose of Business Plan</b>	4
<b>Section 3</b>	<b>Company Background</b>	5
<b>Section 4</b>	<b>Owner's/Partner's Background</b>	
	General Manager	6
	Marketing Manager	7
	Operation Manager	8
	Administrative Manager	9
	Financial Manager	10
<b>Section 5</b>	<b>Administration Plan</b>	
	Introduction to Administrative Plan	11
	Objectives	11
	Business Vision	12
	Mission	12
	Logo	12
	Organizational Chart	13
	List of Administrative Personnel	14
	Schedule of Task and Responsibilities	15-17
	Schedule of Remuneration	18
	List of Office Furniture & Fittings and Supplies	19
	Administrative Budget	20

## Cover Letter

Diploma in Public Administration

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19<sup>th</sup> April 2019

Madam,

### Submission of Business Proposal (ENT300)

Based on the title above, we would like to submit our proposal which is Meister Burger along with proposal we include all the details, information and documents for you to consider.

2. For this purpose, we decided to open a western food restaurant service for our business which is Meister Burger as our targeted area is a quite crowded area, we come with a plan to use truck as our important element in running our business at Kota Samarahan, Sarawak and

## **Executive Summary**

The name of this company is Meister Burger which is the western restaurant that specialize or master in making the most perfect burger in Kota Samarahan. The name of our restaurant is taken from Germany word which is Meister stand for Master. Meister Burger is food service and the reason why we come with an idea to open a western food based restaurant is due to the lack of western restaurant at Kota Samarahan especially Aiman Mall area. We also can guarantee that our restaurant will be center of attraction as the most affordable western restaurant in Kota Samarahan. Our restaurant located beside Aiman Mall, Kota Samarahan. We rent a sublot to open our business. We choose sub lot at the area of Aiman Mall because we confident that we are able to attract customer as our restaurant are located near the Uitm Kampus Samarahan. This is because many of the students and the residence of Kota Samarahan will come to our western restaurant to enjoy variety of western choices.

We are also planning to open our restaurant early 2020 which is 1<sup>st</sup> January and the reason why we didn't want to open it in 2019 because of the registration process and etc. Meanwhile for sources finance, we as a share partner contribute RM20,000 each which total to RM100,000 to set up our restaurant. In a conclusion, we are hoping that our restaurant, Meister Burger would have a bright future in term of success in the company, customers and good services. We are also hoping that people in Kota Samarahan will be aware and notify with our restaurant so that more people will come and visit our Meister Burger. This western food restaurant will have good future business prospects as we are specialize in burgers that specially customize based on Malaysian taste especially teenagers and meat lovers. Even though western food is no longer rare in Malaysia, we as a western restaurant operate our restaurant by making a unique taste of patty and freshly handmade to be serve for our customers and at the same time providing trucks and delivery service during festive season. We believed that in 5 years, our restaurant will become more successful and well known in not just Kota Samarahan area but the whole area in Sarawak. In addition, we also plan to open our restaurant in west Malaysia if we manage to earn much more profits after 15 years.

## **Introduction**

### **Name of Company**

The name of this company is Meister Burger which is the western restaurant that specialize or master in making the most perfect burger in Kota Samarahan. The name of our restaurant is taken from Germany word which is Meister stand for Master. Our restaurant also serves very high quality burger in affordable price as we are taking the supplies from supplier that supplied high quality materials only. As we taking the supplies from the supplier, they gave us cheaper price than other suppliers which making us the most cheaper and tasty burgers producer in Kota Samarahan.

### **Nature of Business**

Meister Burger is food service and the reason why we come with an idea to open a western food based restaurant is due to the lack of western restaurant at Kota Samarahan especially Aiman Mall area. We also can guarantee that our restaurant will be center of attraction as the most affordable western restaurant in Kota Samarahan.

### **Location of Business**

Meister Burger is located at a new shop lot building at next to Aiman Mall building. The reason why we have chosen this location because it is campus area such as University Malaysia Sarawak (UNIMAS) and Universiti Teknologi Mara (UiTM). As we are targeted students, this location is the most strategic as it only takes 5 minutes using bus to go there and this area also the bus main route that they will passed by every day.

### **Date of Business Commencement**

We are planning to open our restaurant early 2020 which is 1<sup>st</sup> January and the reason why we didn't want to open it in 2019 because of the registration process and etc.