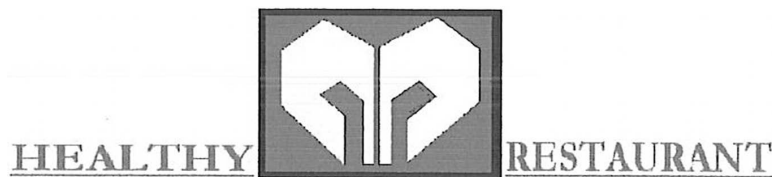


# UNIVERSITI TEKNOLOGI MARA

## HEALTHY RESTAURANT



PREPARED BY: AC 13

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## **Introduction**

Healthy Restaurant is established as service business and its business transactions involved directly to the customers. Healthy Restaurant is registered under the partnership agreement. We were encouraged to enter in this business because of the increasing population from time to time in our country. We will start to operate our business on 1<sup>st</sup> January 2003.

We choose this particular name business (Healthy Restaurant) because the word itself already shows and states the kind of business that is being carried on. The word “healthy restaurant” already represents the overview of our main business activities that is providing food that focus on our healthy. In addition to Healthy Restaurant we also give to our customer’s motivation about food that useful to our body and also to protect us from getting disease.

The location of Healthy Restaurant is situated at No 28, Jalan Permatang Gedong, Taman Sejati Indah, and 08000 Sungai Petani, Kedah. We selected this particular location by looking at our target market, comprehensive infrastructure such as communication network, transportation, competition and the development of that area.

Malaysia is considered as a developing country. With the international scenario, it has encouraged our economy to develop. Due to this it has encourage our economy and politic condition to grow especially in this business sector. Besides this, Rasulullah has always encouraged the society to enter the business world because 9/10 of our incomes come from here and also as Sunnah Rasulullah s.a.w. This was because Rasulullah s.a.w. also involve in business. Businesses foods are many in Malaysia because it is easy to form and all people like to eat. But we must remember how many restaurants in Malaysia



## **Executive Summary**

Healthy Restaurant is a business that provides a food and service. This business is very potential to be form because it is only restaurant that provide healthy food in Sungai Petani. We also provide service to take away the food from our restaurant in fulfill the needs of our customers.

The business form as a partnership. There are five important persons in the born of Healthy Restaurant, who are being as business backgrounds of our business. Our General Manager is Syamsul Fadhil Harrun, Administration Manager is also Syamsul Fadhil Harrun, Marketing Manager is Abdul Shukor, Financial Manager is Shamsulamrie Mat Ali @ Ali, Operation Manager 1 is Mohamad Azlan Zakaria and our Operation Manager 2 is Ahmad Azizi Abd Manaf. Our total contribution on capital is RM286,222.90. It present that our General Manager contribute RM 68,693.50 (24 %) and all others partners will contribute RM54,382.35 (19 %) each. This contribution not includes the Administration Manager because it will include as General Manager contribution (both are same person).

All the partners have very good qualification and have experience in working fields. Moreover, we have our own assistant and extra workers for every department. This is to make sure that our business can run effectively and efficiently.

Our business allocated at No 28, Jalan Permatang Gedong, Taman Sejati Indah, 08000 Sungai Petani, Kedah Darul Aman. We decided to choose this location because the location very strategic. There are many facilities that can fulfill the needs from our buyers. It has basic facilities such as shop, housing areas, parking lot, Park Avenue Hotel and Parkson. So, with this advantage it gives to us opportunity to operate.