

MARA UNIVERSITY OF TECHNOLOGY.

(KEDAH BRANCH)

ETR 300

E-SATE

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah :

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4. ROSLINA HASSAIN
5. ROZILA ABDUL RAHIM

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MOHD. AZHAR OSMAN

Koordinator

b.p. Provos

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EXERCUTIVE SUMMARY

As we know, business is one of the major sources of income for human since the early ages of civilization. And the up and down of certain civilization as history told us, has shown that business in the food industries has a big potential to increase someone wealth and giving a boost to their lifestyle and living.

Than bring about us to come out with an idea and to jump ahead into the business. As in our point of view, our business given up the new style and added on the new technology and given the most special in the touch of traditional mainly. As we know Malaysian people like to test new venue like what we we're giving them, **E-Sate House**.

Where we are specialties in serving the new *Sate* dishes without changing the original taste. We come out with the survey, than as a result we were found that *Sate* are the most popular dishes almost in all types of races where are our target. With that we will be located in *Summit Plaza Shopping Centre, Bukit Mertajam, Pulau Pinang*.

Furthermore, the target area is in the center of Seberang Prai area, where is the main focuses place or most strategic place that using the highway. Even though *Sate* is the Malay's food but other races are oriented to try out new eating place such as our own. We provide customer with the variety of *Sate* for customer freely to choose the *Sate* as like as they want.

We were serving the customer with different kind preparation of *Sate*. Firstly, style of cooking by way of grill and second with frying the *Sate*. Even if the manner to cook *Sate* is different but we still give perpetuate the best *Sate* from the original taste. Morcover, with the touch of decoration we will give them an exclusive feeling when they walk into our place in the traditional and also in modern mood.

Lastly with hoping from this, our business will be success and bring reasonable profit for us that will be divided equally among us according to the partnership agreement. Normally, we also put the earlier years as a trial year where is the hard time for us. Yet we will cover the expenses needed and till exist in the industry. We belief that our performance are give evidence to the challenges performance of Malays entrepreneur in business that are totally minor, according to that we belief we will be given *the best among the best*.

INTRODUCTION

In Malaysia there are many different races and religion. From that we have variety of food from different taste, food presentation, quality, flavor, style, preparation, recipe and others. From this idea, we come out with culture food that famous among others. We choose *Sate* because it is a *traditional food* that can accept by all races and religion in Malaysia.

We join these industries since we believe there is rapid increase in demand for food product. People of the world today, enjoy simple and delicious food, our food product delicious and mouth watering that it will satisfy the customer desired.

We have chosen a food services restaurant called **E-Sate**. Because we has a great feeling that is profitable and has potential value to commercialize to all kind of people, with our strategies once in the Bukit Mertajam, shopping complex. The Summit Bukit Mertajam can increase our demand that many people like to focused and visit the shopping complex than can try to taste our new product of *Sate*.

We also provide delivery in area surrounding Bukit Mertajam and also provide On-Line service by using e-mail, as a medium for customer to order our foods and it make easier for people to dealing with us. Our business is set up in 1st January 2002, and located:

2nd Floor 20 A, Summit Plaza

Bukit Mertajam 14000

Pulau Pinang

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