



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

YUMMY FAST FOOD

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TABLE OF CONTENT

BIL	CONTENT	PAGE
	SUBMISSION LETTER	1
	ACKNOWLEDGEMENT	4
1	INTRODUCTION	
	INTRODUCTION	5
	PURPOSES OF BUSINESS PLAN	6
	PARTNERSHIP AGREEMENT	7
	BUSINESS BACKGROUND	11
	BIOGRAPHY OF THE PARTNERS	13
	LOGO	18
	LOGO DESCRIPTION	19
	EXECUTIVE SUMMARY	20
2	ADMINISTRATION PLAN	
	INTRODUCTION	22
	ORGANIZATION OBJECTIVE, VISION AND MISSION.	23
	ORGANIZATIONAL CHART	24
	OFFICE LAYOUT	25
	TABLE OF WORKERS	27
	WORKING SCHEDULE	28
	WORKER INCENTIVES	29
	BUSINESS LOCATION	31
	JOB DESCRIPTION AND SPECIFICATION	33
	STATIONARY	38
	OFFICE EQUIPMENT	40
	PRELIMINARY EXPENSES	41
	REMUNERATION TABLE	42
	ADMINISTRATION BUDGET	43
	FACILITIES AND INFRASTRUCTURE	44
3	MARKETING PLAN	
	INTRODUCTION	50
	MARKETING OBJECTIVES	51
	PRODUCT CONCEPT	52
	TARGET MARKET	53
	MARKET SIZE	55
	COMPETITORS	56
	STRENGTH AND WEAKNESS OF THE COMPETITORS	57
	STRENGTH OF YUMMY FAST FOOD	60



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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 di kendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

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

Sekian, terima kasih.

Yang benar

Prof. Madya Maznah Wan Omar
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INTRODUCTION

YUMMY Fast Food is a kind of fast food restaurant that serves variety of delicious fast food. Our main menus are focus more on variety of burgers, hot dogs and chicken chops. Besides that we also serve another special menus. In addition, we also introduce a different savoury desert .For example special Banana Split, mix shake and others to our customers.

We will be one of the new competitors to another fast food restaurant especially in Lagenda Heighs and in Sungai Petani generally. The reason why we choose fast food restaurant in our business plan is because we can see that there are high demand from customers towards fast food especially to the resident in Lagenda Heights, that prefer fast food as their meal. There are possibilities to us to gain successful profit with addition to out special new menus that will be introduce to the customers.

One thing we should remember that it is very challenging for us to handle the fast food restaurant among the other famous competitors. But, we hope that we are able to compete and attract many potential customers based on our special menus.



EXECUTIVE SUMMARY

YUMMY Fast Food restaurant serves a variety of fast dishes to the customers. There are 3 main menus that are burger, hotdog and chicken chop. Besides that we are also have our special menu such as ' Banana Spilt' chicken grill and so on. In addition we also have combine our menu into special meal. We have 4 meals. They are, YUMMY Meal 1. YUMMY Meal 2, YUMMY Meal 3 and YUMMY Meal 4.

YUMMY Fast Food restaurant is located at No. 174 , Jln Lagenda 1, 08000 Sungai Petani, Kedah. The target market for our business is mainly to the student, family and road user. We have been identified there are many schools, private college and other public and private institution there. There are also a lot of new housing that has been develop in Lagenda Heights. That will increase the number of our customer.

Lastly in this Executive Summary, we hope that we are able to attract new customers to buy our product which have a quite similar to the other competitors such as KFC and Mc Donald.