



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

HITOUZUKI JAPANESE RESTAURANT

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7 APRIL 2003



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Tarik 26 Jan 2003

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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.

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

Pelajar-pelajar berkenaan ialah:

1. Zamzarina bt Mohd Shariff
2. Siti Salmi bt Ashaari
3. Norhayati bt Mohd Noor
4. Noor Mismadiha bt Abdullah
5. Norhatija bt Basharudin

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

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
Koordinator MEDEC
b.p Pengarah

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EXECUTIVE SUMMARY

'Hitozuki Japanese Restaurant' is based on Japanese food. Our business is focusing on different types of Japanese food in different taste, quality and price. Nowadays, people like to try something new, simple and nice dishes. Therefore, we take the opportunity to enter in this kind of business.

Our business is formed by partnership. They are five partners involved. They are Noor Mismadiha Abdullah as a General Manager, Siti Salmi Ashaari as an Administration Manager, Norhatija Basharudin as a Marketing Manager, Zamzarina Mohd Shariff as an Operation Manager, and Norhayati Mohd Noor as a Financial Manager. All partners have quite good academic qualifications and experiences in working. We have five workers. They are a cashier, two chefs, a waiter and a waitress. .

Our business capital is RM 154,336.60. All partners contribute RM 24,796.50 each except for General Manager who contributes RM 25,150.60. We are also applying for loans, that is, RM 30,000.

The location of our restaurant is at SP Plaza in Sungai Petani. From the survey we made, we found that this areas are dominated by Chinese, mainly. We do a little bit different strategies from other competitors in order to attract customers. The prices are also cheap and reasonable compared to other Japanese Restaurants.

Lastly, we hope that our business will bring reasonable profit for our company based on our sales. Besides that, our company should aware that in any business people participate in, there must be deficit or surplus.

INTRODUCTION.

There are many races and religions in Malaysia. Therefore, we have variety of food from different taste, flavor, recipe, and so on. We like to join in this industry since we believed that there is rapid increase in demand for food product. Nowadays, people enjoy simple and delicious food.

All of us have agreed that we love to open a Japanese Restaurant named Hitozuki Japanese Restaurant. Our restaurant is established as trading business and business transactions are directly selling various types of Japanese Food such as Tsukimi Udon, Shoyu Ramen, Tempura, Chicken Teriyaki, and Katsudon.

We chose the name of Hitozuki Japanese Restaurant because 'Hitozuki' means attractive. In other words, our Japanese Restaurant will attract many people in all races such as Malays, Chinese and Hindus. It is a posh restaurant with served exotic, mouth-watering dishes. Furthermore, the wall displays a wide variety of paintings such as Japanese Paintings and Batik Paintings, which are both eye-catching and thought provoking.

Hitozuki Japanese Restaurant is situated at F 12, Tingkat 1, SP Plaza, 08000 Sungai Petani, Kedah. We chose SP Plaza because it has a variety of attractions to offer its visitors whatever their preferences are. It is easy to go to our restaurant because SP Plaza is only a stone's throw away from the bus or taxi station and the shopping complex is located in the heart of the bustling commercial area.