



اُنْبُوْرَسِيْتِي تِيْكُوْلُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300: FUNDAMENTALS OF ENTERPENEURSHIP



Bugis Cuisine
Restaurant

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1.1 EXECUTIVE SUMMARY

Bugis Cuisine Restaurant was incorporated on 1 June 2015. The restaurant located at Alam Mesra which opposite site from 1 Borneo. Bugis Cuisine started incorporated because in Kota Kinabalu area does not provide any of traditional Bugis food. By providing Bugis food will give knowledge to tourist and local people about bugis traditional food which is one of Malaysian people culture.

The Bugis Cuisine Restaurant also is trying to provide frozen food where by people can enjoy bugis traditional food at their home and in the mean time can save their time preparing for their meal. The reason we provide frozen food to our customer is because the demand of bugis traditional food among the Kota Kinabalu citizen. For this time we only provide one frozen food which is 'Martabak' and for the future we will add more the frozen food depending the demand of customer. Our office and restaurant are located at Alam Mesra, Kota Kinabalu and for the factory we also rent beside the restaurant to put and storage of raw materials and also for preparation of our frozen food.

On future onwards Bugis Cuisine Restaurant place which is Alam Mesra will be expected to have many potential customers for our restaurant because of the house development will be expected to be complete.

Our Restaurant wants to establish a large regular customer base, and will therefore concentrate its business and marketing on local residents, which will be the dominant target market. This will establish a healthy, consistent revenue base to ensure stability of the business. In addition, our traditional bugis food also may be an attraction to tourist to enjoy their meal with our Bugis Cuisine Restaurant whereby they also learn the way of living bugis culture. High visibility and competitive products and service are critical to capture this segment of the market.