



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

MUGUNGHWA SAKURA CAFE

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# MugungHwa Sakura cafe

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## INTRODUCTION

Mungunghwa sakura cafe is a partnership business consists of five contributors. The purpose we do this business is to introduce Korean and Japanese food in Sabah, especially in Kundasang. Actually, Korean and Japanese food already in market but is still not popular among local people. This happen because it only can be found at certain places. As an entrepreneur, we can see a high potential to be develop due to teenagers interest that leading the population. This also gives an opportunity to local people to experience the cafe environment like they are in Korea and Japan. Moreover, the price is affordable to all citizens and the service is similar to both of the country.

After making a few trial and modification on the Korean and Japanese food that related to ingredients, it eases for our company to establish. The modification is conducted, so it suitable with the Malaysian tastes. Furthermore, the food is prepared accordance to outline of syariah (halal). This can take away all the worry of muslim people about the food status. Moreover, by eating these foods it will maintain our health because it prepared using less oil and less artificial seasoning. As an entrepreneur, we not only conduct this business for gaining profits but to encourage citizen to have a healthy diet and blissful life.

Lastly, we choose Pekan Kundasang as our business location. This is due to the climate that a little bit colder compared to other places in Sabah. Moreover, the scenery is beautiful and it is one of the famous places for tourism industry. It is a strategic place to start up a business and we have a hope that a little Korea and little Japan can be develop here.