

MARA UNIVERSITY OF TECHNOLOGY
KEDAH BRANCH

ETR 300

ONE-STOP NOODLES SDN.BHD

B45, 1-Stop Midland Shopping Centre
10350 Pulau Tikus
Pulau Pinang

15th March 2001

PREPARED FOR

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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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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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Executive summary

As we see it, 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.

That bring about why we choose to jump ahead into this business. As in our point of view our business is new to the people here and as we know it Malaysian people like to test a new venture like what we're giving them, one-stop noodle house.

Which are our specialties is in only serving mainly on noodle dishes. After a while research in this field we found out that only Chinese has dominated the area exceeding other races where it is our target market will be. Which our operation places will be in Midlands Shopping Centre , Pulau Tikus ,Pulau Pinang .

From the research we found that area is highly populated with Chinese mainly. Malays and others which are oriented to try out new eating place such as our own. From this, we hope to have a profitable business like other business in that area. As our business provides consumer three main style of cooking noodles for them .

First , style of cooking it was by frying the noodle .second way of cooking the noodle is with soup and the fastest way of cooking it is Noodles with add in only . We hope from this three ways of cooking , we will give various choice of taste and style for serving it. which our restaurant in our view shows the interior environment to give the customer an exclusive feeling when they walk into our place . which for instance our place will be decorated with perfect lighting and the wall will be decorated with bottles fill with noodles from various kind and shape to create a mood for our customer to choose the type of noodle they want and how they like it.

Hoping from this , our business will bring reasonable profit for us that will be divided equally among the partners according to the partnership agreement. Most likely for any new business like us the first and second year usually doesn't generate satisfying income for the partners , yet we still can cover all the expenses needed and still survive in this industry. As any Muslims knows 1/3 of the wealth for business comes from food industry .According to this we believe to stand out high continuing our business.

INTRODUCTION

Business is one of the important part of our life which is need to improve ourself, religion, nation and the country itself. Most importantly, Islamic encourages us to involve in business unless the business is forbidden by the Islamic rules.

Our country itself have encourages us to increase the entrepreneurship among our community where the government has provide a special ministry to focus on entrepreneurship development. This ministry provide incentives, give capital injection for people to open a new business. So, as new entrepreneur we are trying to take our government challenge towards the vision.

We have chosen a food services restaurant called **One-Stop Noodle** because we has a great feeling that the business is profitable and has a bright potential to compete with other business due to the increasing population in that area.

There are many infrastructure can be found likes hotel, hospital, apartments, housing area and private company which is the main reason why we choosed to introduce our noodles house here. From the research, we found that the Chinese has dominated the area exceeding others races where its meets our targeted people.

In the future thinking, this business can be expande more widely and we confident that our business will get a good response from the public. Our business addressed :

B45, Midland Shopping Centre,
Pulau Tikus, 10350
Pulau Pinang
Tel : 04-2275707
Fax :04-2275708

Our date of commencement is 1st January 2002 with 5 partners running the business.