



**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**NEXUS CHICKEN RICE**

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## INTRODUCTION

After a short discussion, `Nexus Chicken Rice` is the most suitable name for our company. We prefer the name as to show our customer about differences between our businesses than others chicken rice shop. `Nexus` means `connection` as relation between us with our customer is bond by our business. We hope customer can recognize our shop well to bring their family and friends to our shop and enjoy their meal as comfortable as home.

Nexus Chicken Rice Shop will provide a new recipe to the local as our main dish. Our priority is customer`s satisfaction and cleanness of our workplace. The businesses we have chosen are not familiar among customer. We be the first that will provide cola chicken rice, so they should be able to recognized our company regarding our main dish. We will make our workplace clean as to show our customer we care about our customer satisfaction along with the quality of our dishes.

We choose unisquare commercial centre as our workplace location. We found that location is suitable because it is strategic and attractive place. The location of our business is accessible for our customer as it also not too far from them.

We proposed to start our business on the 1<sup>st</sup> January 2012. We chose this date because it will give enough time for our financial and other department to manage and budget the amount of cost needed.

## **COMPANY'S MISSION AND VISION**

### **Vision**

To be one of the most production and distribution of "HALAL" and well-known `Cola Chicken Rice` from Nexus Chicken Rice Shop in Sarawak

### **Mission**

To commercialize Nexus Chicken Rice Shop among local community and to fulfill the market demand to achieve globally known.

## **COMPANY'S OBJECTIVE**

Business objectives are a guideline for the organization to act. It must be suitable for our business in order to operate effectively. The following below are the objectives of our business:

- To gain maximum profit with integrity for the benefit and enjoyment of our people, customers, shareholders and the wider community.
- We will deliver customer satisfaction by offering great tasting food at unbeatable value to the highest standards of food safety. This will be achieved through shops providing a friendly and efficient service in attractive surroundings.
- To minimize cost of production and management.

### **Factor in selecting the propose business:**

This is the factors that guide us in selecting chicken rice business:

- This business can be exploiting more in Sarawak.
- There are no other registered company that having the same format of our business.
- To provide healthy, delicious and affordable dish.
- To promote our dish among our Malaysian.
- To be a role model for other Bumiputera entrepreneur.



## **ADMINISTRATION PLAN**

### **INTRODUCTION**

Administration is the important sources in the organization that will link with other departments to make sure that the administration work in the business goes efficiency in order to determine the successful of the business.

Administration refers to managing administration routine activity such as hiring staff, wages payment, processing data and communication. The most important thing that needs to be emphasized is the efficiency of the management. In order to assure our business runs smoothly, we must maintain the consistency and development of the organization. This is to achieve our goal and also to earn profit to the business.

Administration is the one that control the workflow of every worker; it also provides the salaries of the workers according to their budget of the business.