



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KAMPUS KOTA SAMARAHAN**

**FACULTY OF ADMINISTRATIVE SCIENCE
AND POLICY STUDIES**

DIPLOMA IN PUBLIC ADMINISTRATION

NYAMAN EHS... RESTAURANT

**DORIS MALA AK AUN
LANDAN WILLIAM
FAIZAL BIN MADHI
ROZAIDAH BT SA'ID
RASHIDAH BT AMIN**

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2004351044
2004351156
2004148806.**

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2.0 EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Satok, our group decided to specify our business in selling our food. Our group has come up with the business plan of partnership whereby our organization's name will be known as Nyaman Ehs Restaurant.

The General Manager is the head of the business company. This position is responsible for all management for his company that includes employees' welfare. The entire decision making is in his hand after discussion with the Board of Director. He also leading, controlling, planning and looking for the business opportunities. He will be assisted by other four shareholders that have been agreed to cooperate with him to establish the Nyaman Ehs Restaurant.

The 1st member of this company is Administrative Manager. This position will be responsible for entire job related to office administration. This position will be responsible and manage all the things that relate with her position.

The 2nd member of this company is Operational Manager. The Operational Manager will control and monitor the operation. She also will manage our business that we organize. In another word, she has a power or an authority to monitor all the related work in our company.

The 3rd member is Financial Manager. She will be responsible for the financial matter and preparing budget financial statement for department expenses. She will manage all the financial company. All the expenditure that will or already use will be monitored and control by her.

The 4th and the last member of this company is Marketing Manager. The function of this position is to prepare the marketing plan. This person who holds this position must have a capability and confidence to speak in front of the customer. This is to influence and to attract the customer with our business. The other function is to identify target share and to develop the market strategies.

All the members will be considered as a shareholder that contribute a capital to open this restaurant business.

12.0 ADMINISTRATION PLAN

12.1 INTRODUCTION TO ADMINISTRATION

A business needs a productive and proactive management which can run the organization effectively and efficiently. In a good business management, everyone should contribute well and be responsible to their jobs. This will create a good and conducive working environment. Specifically, shareholders must be able to identify the potential and the abilities possessed by the company which can actually boost the enthusiasm and morale of working within an organization. In addition, participation of the other personnel is also important as to accomplish the missions of the company, maximize the profits and improve the reputation of the company.

Other than administrative plan, there are several aspects which should be taken into consideration. In order to reach the organization's goals, the shareholders are liable to formulate company's policy and procedure to ensure the attainment of business mission and objectives and device a workable strategy to achieve them. The position and responsibilities had been given to the shareholders according to the educational background, skills and abilities.

As to manage the organization, we will create a comfortable atmosphere for all those who are working together in the organization as well as to ensure a high satisfaction among the entire valuable customer. In line with that, we will also make sure that the operation of the business runs smoothly. Our organization will put all the efforts towards the advancement of our business and try to promote our company to become well known.

13.1 MARKETING PLAN

1.1 INTRODUCTION

Marketing plan is one of the main aspects that are very important in order to market and introduce our service and make sure there is an improvement in the business. Furthermore, the marketing plan also can help the business to expand all the information regarding the potential customers, marketing strategy and marketing analysis. It will give impacts to the business plan within the business then contribute to a good company profitability and image.

Marketing plan is a part of the business which can help us to promote the business to the customer. Beside that, through the marketing plan there are giving more choices to the customer besides introducing a new concept in attracting the consumers and promote our market services. Other than administration and operational, the marketing also has a direct contact with the customers in order to fulfill their needs.

To gain higher profits, marketing should be able to predict the customer's desire and try to get the customer's attention to know and try **Nyaman Ehs... Restaurant**. As a preparation to provide an effective marketing plan we have come out with three main important elements in marketing. It consists of Marketing analysis, Target Market and Marketing Strategy.