



اَوْنِبُورِ سَيِّتِي تَيْكُونُ لَوِ كِي مَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN: CRISPY BURGER

GROUP

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Thank you.

TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	II
TABLE OF CONTENT	II
1.0 EXECUTIVE SUMMARY	1
2.0 BUSINESS DESCRIPTION	2
2.1 PURPOSE OF BUSINESS PLAN	3
2.2 COMPANY BACKGROUND	4
2.2.1 COMPANY LOGO	4
2.2.2 BUSINESS LOCATION	5
2.3 PARTNERS' BACKGROUND	6
2.4 PARTNERS' AGREEMENT	11
2.4.1 NAME OF THE BUSINESS	11
2.4.2 FORM OF THE BUSINESS	11
2.4.3 EQUITY CONTRIBUTION	11
2.4.4 FINANCIAL MATTERS	12
2.4.5 DEATH AND DISSOLVEMENT	12
2.4.6 OTHER MATTERS	12
3.0 ADMINISTRATION PLAN	13
3.1 INTRODUCTION	13
3.1.1 BUSINESS MISSION	13
3.1.2 BUSINESS VISION	13
3.1.3 BUSINESS OBJECTIVES	13
3.2 ORGANIZATIONAL CHART	14
3.3 ADMINISTRATIVE MANPOWER PLANNING	15
3.4 SCHEDULE OF TASK AND RESPONSIBILITIES	15

1.0 EXECUTIVE SUMMARY

The business we have started is named Crispy Burger. Crispy Burger is a western influenced restaurant where we serve high quality, premium crispy chicken burgers. Our business is based in Johor Bahru. We chose Johor Bahru as the location for our restaurant because the cost of living in Johor Bahru is suitable with our business as our products are priced in the middle class range. Our target market majorly consists of university students and families who like to enjoy burgers as much as we like to make them.

The way we promote our business will surely be of help to boost sales and increase our popularity among the locals. Our mission is to become the go-to burger joint for burger lovers in the city. Financially, we aim to achieve a good profit and cement our place in the restaurant business as one of the most well managed businesses in the city.

2.0 BUSINESS DESCRIPTION

Our business is called Crispy Burger, and we specialize on offering western food and beverages. Our restaurant specializes on western food that you won't find anywhere else, particularly crispy burgers. Because our restaurant mostly offers burgers, our specialized meals have the potential to be distinctive and less competitive.

People will find something comparable to what they desire around them at reasonable pricing due to time restrictions. As a result, we at Crispy Burger are dedicated to make it happen by bringing distinctive food to Johor Bahru. As a consequence, we estimate this restaurant industry has a strong potential for yearly growth of 50 to 70 percent. This company has a lot of space to expand in the future because it is still in its early stages of growth.

According to our observations, the current market trend is that the demand for restaurants among the busy youth continues to increase rapidly. Furthermore, especially in cities, there is a growing desire for western-style food. Furthermore, we believe that this business has a bright future and the ability to operate in any economic situation because the community still has food and drink supplies. As a result, given our current economic situation, many people will prefer restaurants that provide reasonable prices, excellent cuisine, and menus that are unique from others.