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FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)



ROTI JOHN CHA CHA CHA

ROTI JOHN AND BEVERAGE

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EXECUTIVE SUMMARY

This company is run as a partnership, with five members each holding a key position in the organisation, such as General Manager, Administration Manager, Marketing Manager, Operations Manager, and Financial Manager. Roti John Cha Cha Cha provides a variety of Roti John such as Roti John ayam classic, Roti John daging classic, Cheezy Roti John, Pattaya Roti John and Mozzarella cheese Roti John and we also serve juice drinks. Roti John Cha Cha Cha is a firm based in Ulu tiram, Johor Bahru. Its address is at 45, Jalan Gaya 27, Taman Gaya, 81800 Ulu Tiram, Johor. Our firm focuses mostly on the tastes of Roti John that Malaysians love. We tailor our services to our customers so that they may enjoy themselves and return to our shop. Our service also offers door -to -door delivery service. For those who live in the Johor Bahru area, our price range is also fairly reasonable. We also hire some highly skilled and experienced workers to join our team. To make our business more exciting, we decided to run various promotions for our clients, allowing them to take advantage of the discounts we provide. Our objective is to make our customers happy with our Roti John dishes and ask them to recommend us to their friends and family. We also use high-quality products in our services, so our customers can put their trust in us to serve them with more Roti John menu.

1.0 Introduction

1.1 Name of the Business and Nature of the Business

Our business name is Roti John Cha Cha Cha. This name is inspired from the Korean Drama title which is Hometown Cha Cha Cha as our favourite Korean drama story. Our business sells the product and services which are Roti John as our main product. Instant food like Roti John is more in demand by people nowadays because people are so busy with work that they don't have time to cook at home and they can buy our Roti John as a substitute for heavy meals.

1.2 Industry Profile

Roti John Cha Cha Cha is a partnership business that was established in February 2022 at 45, Jalan Gaya 27, Taman Gaya, 81800 Ulu Tiram, Johor. Roti John Cha Cha Cha main product is foods and beverages. We are offering a variety of Roti John such as Roti John ayam classic, Roti John daging classic, Cheezy Roti John, Pattaya Roti John and Mozzarella cheese Roti John and we also serve juice drinks. In addition, we run a partnership business that are lead by Abdur Fattah bin Abd Kadir as a general manager, Casuarina Nisha Anak Ayu as operation manager, Genveana Laura Anak Insol as a marketing manager, Mohammad Farhan bin Norhisham as a financial manager and Puteri Aisyah Khairina binti Sazali as a administration manager.

1.3 Location of the business

The permanent location of our business is currently located at 45, Jalan Gaya 27, Taman Gaya, 81800 Ulu Tiram, Johor. We chose this location because the location does not have a Roti John shop and it is also a major attraction to people in Johor Bahru or from other states.

1.4 Date of business commencement

From our second meeting, we have decided that our business will run after we all graduate in 2022. We are expected to graduate in February 2022. This is because we need to focus fully on our business so that all business vision, mission and objectives will be achieved.