

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

ALAM MESRA
DRIVE THRU

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EXECUTIVE SUMMARY

This business plan of Alamesra Drive Thru' Chicken Rice is prepared for MEDEC of UiTM to be assessed by them.

Based on our knowledge, information and experience gained, me and my other two partners had make a decision to form a partnership business of our own which basically a restaurant in Alamesra Plaza Utama with estimated capital of RM 90,000 with purpose to buy stock at the beginning, kitchen equipment, deposit of rent and utilities. As an addition of the modal, I will contribute my own car which is Perodua Kancil to be used in the operation matters.

This plan is made also to prepare us for initial launch of this drive through Chicken Rice restaurant concept. The planned month of our initial operation is in October 2009. As an addition to the capital contributions from the partners, this plan will allow Alamesra Drive Thru' Chicken Rice to open and expand successfully. The initial capital investment will allow us to provide our customers with a value-driven and entertaining experience through the creativity of its founders.

Undoubtly, Alamesra Drive Thru' Chicken Rice will entice youngsters and busy workmen to bring their friends and family with our innovative environment, fast and warm services, delicious wide-range Chicken Rice meals to choose on and undoubtly Halal for Muslim customers.

Hopefully, our passion and dedication while doing this business plan will give us not only knowledge but also prepared us to really make this business plan come true in the future.

1.0 INTRODUCTION

Alamesra Drive Thru' Chicken Rice is a locally owned fast food restaurant that provides a combination of delicious Chicken Rice meals at value pricing. It is the answer to an increasing demand for heavy meals fast food to be consumed after a tired and busy day of working and studying.

Our restaurant name is "Alamesra Drive Thru' Chicken Rice". We had make decision to pick this name as it is very simple and transparent, which does not need a lot of thinking just to figure out what it is.

As mentioned above, Alamesra Drive Thru' Chicken Rice is basically a Chicken Rice restaurant. We emphasize on Halal meals that anyone can eat including Muslims. What make us unique is we use Drive Thru concept which concern on fast preparation of Chicken Rice, like a regular fast food restaurant. Unlike other expensive Chicken Rice restaurants, we will try our best to minimize cost so we can provide cheaper meals for our customers.

Due to the fact that there are many restaurants in Sabah, it is now a norm for Chicken Rice meals to appear everywhere because of its inexpensive price. In fact, in Singapore, Chicken Rice meals have been a really famous everyday meal and sort of become a national meal. Thus, there is a demand of this famous meal especially by those who spend almost everyday buying meals outside.

In today's highly competitive environment, it is becoming difficult to differentiate one Chicken Rice restaurant from another. Our main priority is to establish our restaurant in a strategic location, preferably nearby an attraction building or location. So, we had chosen to place our Alamesra Drive Thru' Chicken Rice in Alamesra Plaza Utama which faced the 1-Borneo Megamall and nearby the Universiti Malaysia Sabah and the Federal State building.

Our business will commence in October 2009. The reason why we had chosen such month is because it is a month after Malaysian celebrating Hari Raya Aidilfitri, which is September. By doing so, we will be able to cover the loss of profit during the month of Ramadhan which is on August, as on Ramadhan, it is predictable for a restaurant to have some loss as Malaysian are fasting all day long.

Besides that, there are also several factors influencing us to do a restaurant business. In nowadays trend, we observe that the demand of cheap heavy meals will always grow especially by the busy students and workmen. Plus, everyday people will eat. Undeniably true, busy students and workmen who are too busy to cook on their own will opt to buy meals. Of course their choice of meals would be one that is inexpensive that they can afford to buy probably everyday. In essence, with the concepts of "Delicious, Halal, Fast, Friendly and Clean", we are very optimistic that our restaurant will be able to gain profits and attract and increase new customers loyalty as the location we choose will be developed enormously in the future, in line with the Government's Kota Kinabalu Industrial Park plan and Sabah Corridor Development plan.

In the future, we believe that restaurant businesses will always growing strong in regardless economic situation as people will always have their own budget to eat and drink. Even in recession economic situation, restaurant that provides reasonable price and delicious meals will always be customers' choice.