



اَوْنِيُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**TORNADO
PIZZA
BUSINESS
PLAN**



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1.1 INTRODUCTION

After considering few problems in every aspect, we finally agreed and decided to run the company with the name of Tornado Pizza Enterprise. Tornado Pizza will operate at the most high density place in Shah Alam which is in Section 7. The location of our business is at 20-B, Jalan Plumbum P7/B, Pusat Komersial, Seksyen 7, 40000 Shah Alam, Selangor.

For your knowledge, Section 7 is the most strategic location in Shah Alam. I-City, UiTM, UNISEL, residences, temple, offices, shopping complex are located nearby to our location. It is much easier to gain customers because our place is located at the main city.

Based on Tornado Pizza's name, we highlights our business is based on foods and service. We provide dine-in service, particularly to help the customers enjoying themselves in our restaurant, and giving them the comfortable place to relax and chatting. We also came up with the ideas to have delivery services near the location to help foods to be delivered easily and conveniently. It is our responsibility to ensure that all of our customers can easily contact us and order for foods.

We have made decision to make hot pizza in town as to serve them better food, better service with low and satisfying price. Another factor is we want to gain the highest profit through the business because we think this pizza's food service is a fast growing chain that is high in demand. In addition, we want to experience explosive growth where we want it to grow and have its own branches all over the world.

Generally, our business is a partnership business which consists of five importance people which are general manager, marketing manager, financial manager, operation manager, and administrative manager.