



DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY  
BM118

FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT300

**BUSINESS PLAN  
RUNNING HOT BURGER**

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Finally, we would like to thank our family and friends who have given us support with some information and guidance. We hope this business plan will give the benefit and valuable to all of us and also could encourage the students to involve in business in the future.





## EXECUTIVES SUMMARY

“Running Hot Burger” is the name that created in order to gain profit and establish our idea. We construct a form of partnership that specializes in different category such as marketing, operating, administrative and financial.

Hence, because of the specialization of this mobile burger business we decided to use running hot burger as the name of our business.

Running Hot Burger team will be led by the General Manager and assist by other manager. The General Manager is responsible in Planning, leading, controlling and organizing the business. The Marketing Manager will be responsible to create the marketing plan, identifying the customer need and demand, identifying the competitors, target market, market size and forecast the future market. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. Lastly, the Financial Manager will be handled the financial matter such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

The main operation of our business is selling homemade burger in Kuching, Sarawak. We choose this place because our main target is children, youngsters, adult and public, hence this is the best place we could guarantee to gain profit for our business.

Last but not least, we can guarantee that our product will make our business achieved our mission and vision carrying along our motto that will always be remember in the customer heart, Running Hot Burger, We really love burger.



## INTRODUCTION

Running Hot Burger is a partnership business form of enterprise which consists of five shareholders with experience in our own field, nature of job. All of the shareholders had agreed as stated in the agreement letter that the amount of capital, profit and loss will be divided as stated ratio. By doing a partnership business with all experienced managers, we are able to compete with other competitor and able to be creative for our customers. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time.

## INDUSTRY PROFILE

Burger is a fast food that nowadays people like to eat, there's a lot of burger that people can choose such as, grill burger, and homemade burger. Nowadays people started developing more and more this type of product by adding their own special ingredient and ways to attract different type of customer and at the same time achieving customer satisfaction, need and want. We as a partnership would also do the same thing, by adding our specialization, by using truck mobile burger as our main specialization that does not exist in Kuching, Sarawak.