



***ENT 300***

***FUNDAMENTAL OF  
ENTREPRENEURSHIP***

***De' HaHa***

***(MEK DEE HOT GRILL)***

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## **1.1 EXECUTIVE SUMMARY.**

Mek Dee Hot Grill will be a moderately priced 86 seat restaurant offering family style food and service. Homemade burger along with soft drinks, French fries and generous salads are all on the menu. We will offer specialty selections including a lighter options and smaller portions for a children's menu.

The restaurant will be owned by De'HaHa and operated by partners themselves. Together we have over 25+ collective years' experience in the restaurant and catering industry.

De'HaHa will be leasing a 117 square meter space located at River Edge Commercial Department, an existing retail center located in Kuching, a city in Sarawak. The site was previously leased as a laundry shop. Although the location was previously utilized as a laundry shop, the former tenant removed the majority of the machineries, fixtures and fittings and equipment which will need to be replaced. The location will also require some additional renovation to update the lavatories and increase table space in the dining area.

Sales projection assumes 819 customers per week resulting in weekly sales of just over RM16,380 annually. Total startup cost will be RM 176,422 of which will be contributed by the owners and the remainder will be secured by a proposed bank loan.

## **1.2 Purpose of the business plan.**

The purpose of this business:

- **As a guidelines in business**

The planned strategies are an important part of business which consists of certain rules and regulation. Thus it becomes comprehensive guideline on our daily operation. As a business guidelines it avoid confusion and the member will understand the vision of organization indirectly ensure the organization achieve the goals.

- **To maximize profit and avoid wastage of source**

The effective and efficient cost management will ensure that the cost of the business can be decreased easily and at the same time maximizing the profit through the business plan, the budget that preferred to be utilized only for the related expense and the unrelated expense must be avoid as to decreased cost and cased wastage.

- **To apply loan from financial institution to established business**

A good form off business is a business which has good financial position will enable us to convince financial institution to provide the loan from us to establish the business. The financial institution just like bank will only provide the loan to the business that they trust will give profit to repay the loan.

## **Administration Plan.**

### **2.0 Introduction to Administration Plan.**

A business needs a productive and proactive management which can run the organization runs effectively and efficiently. A good business management is where everyone should contribute well and being responsible and being able to carry out a good output of their working performance. Specifically, the shareholders must be able to identify the potential and abilities possessed by the company which can actually boost the morale of working within the organization. In addition, participant of the other personnel is also important as to accomplish the mission and vision of the company/organization, maximize the profit and improve the reputation of the company.

Several aspects need to be considered. To reach the organization's goals, the co-owners are liable to formulate business's policy and procedure to ensure the attainment of business mission, vision and objectives. The position and responsibility had been given to all co-owners according to educational background, skills and abilities in order to ensure the organization runs smoothly.

As to manage the organization, we will try to create a comfortable and friendly atmosphere for all those who are working together in the organization as well as to ensure a high satisfaction among the entire valuable customers. Our organization will put all efforts, towards the advancement for our business and try to promote our company to become well known in Kuching.