



اوتنوورسيپي تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

LAUK KITAI RESTAURANT

PREPARED BY :

NAME	STUDENT ID	GROUP
WALTER BULAN AK TINI	2013724805	BM1195M1
RISCYNTHIANA ANAK NYAU	2013982983	BM1195M1
WENDY ANAK JEFFERY NAGA	2013175571	BM1195M1
CAROLINE CHEYNE ANAK DASSAY	2013395499	BM1195M1

PREPARED FOR:
MDM. SITI FARAH LAJIM

"Delicious Local Cuisine"



TABLE OF CONTENT

<u>CONTENT</u>	<u>PAGES</u>
<u>1.0 INTRODUCTION TO BUSINESS PLAN</u>	1
1.1 BUSINESS NAME	2
1.2 BUSINESS TYPE	2
1.3 VISION	2
1.4 MISSION	2
1.5 TRADEMARK	2
1.6 OBJECTIVE	2
1.7 SUBMISSION LETTER	3-4
1.8 ACKNOWLEDMENT	5
1.9 EXECUTIVE SUMMARY	6
1.10 LETTER AGREEMENT	7-9
1.11 INTRODUCTION TO BUSINESS PLAN	10
1.13 COMPANY LOGO	11
1.14 NATURE OF BUSINESS	12
1.15 INDUSTRY PROFILE	12
1.16 FACTORS IN SELECTING THE PROPOSED BUSINESS	13
1.17 FUTURE PROSPECTS OF BUSINESS	13
1.18 DATE OF COMMENCEMENT	13
1.19 BUSINSS BACKGROUND	14
1.20 PARTNER'S PROFILE	15-18
1.21 CONTRIBUTION	19
1.22 LOCATION	19
<u>2.0 MARKETING PLAN</u>	20
2.1 INTRODUCTION TO MARKETING PLAN	21
2.2 DESCRIPTION OF PRODUCT AND SERVICES	22-23
2.3 TARGET MARKET	24
2.4 MARKET SEGMENTATION	25
2.5 MARKET SIZE	26-27
2.6 COMPETITON	28
2.7 MARKET SHARE	29-30
2.8 SALES FORECAST	31-32
2.9 MARKETING STRATEGIES	33-36
2.10 MARKETING BUDGETING	37
<u>3.0 OPERATION PLAN</u>	38
3.1 INTRODUSTION TO OPERATIONAL PLAN	39
3.2 GOALS AND OBJECTIVES OF OPERATION	40
3.3 OPERATIONAL EXECUTIVE FUNCTION	40
3.4 ORGANIZATIONAL CHART	41
3.5 OPERATION HOURS	42
3.6 BUSINESS HOURS	43
3.7 MANPOWER PLANNING	43-44
3.8 JOB DESCRIPTIONS	45-46

1.8 EXECUTIVE SUMMARY

Founded by partners who are big fans of traditional and local foods. The four partners that created this business are the Chief Executive Officer/Administrative Executive, Sales and Marketing Executive, Operation Executive and Financial Executive. Inspired by the tourists that always praise our local foods, "*Lauk Kitai*" want to offer their customers with the exotic and traditional food from all over Sarawak in one place.

"*Lauk Kitai*" offers the customer in Kuching and tourists with a variety of local foods that are cooked and served in traditional ways. We can also guarantee that our food will be delicious without the mixture of Monosodium Glutamate (MSG) like "*Aji-no-moto*" and "*Maggie Cukup Rasa*" to ensure the higher quality taste of the food. In our restaurant, there will be comfortable facilities prepared for customers like air conditioning, Wi-Fi, traditional decorations and others.

We also expect to increase the number of customers and gain profits. Our aim is to be well known to tourists and popular restaurants in Sarawak. We hope in the future we will have excellent records in our cuisine and open more restaurants in other places.

"Delicious Local Cuisine"

1.10 INTRODUCTION TO BUSINESS PLAN

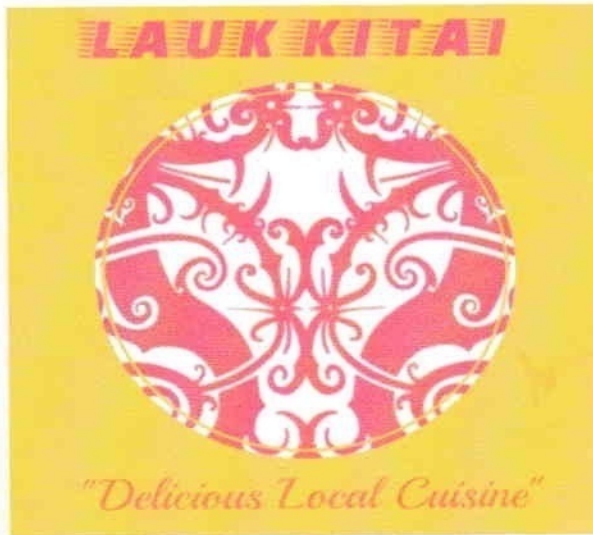
The business plan of *Lauk Kitai* is proposed so that it can be taken by comprehensive manner. This business plan gives us the opportunity to access on business service in the future. The business is in from of enterprise which consists of four shareholders. All shareholders had agreed as stated in the agreement letter that mentioned about capital, contributions, loss and profit of the business. We choose this business because it shows the equality and no one will decimated as the profit and loss will be divided as stated ratio and the financial manager will announce whether the business will gain how much profit or losses by the end of the year sales. In a nut shell, the partnership is an excellent option for us to take part in because the shareholders will always sharing the ideas and knowledge in order to gain profit and achieve high productive from time to time.

1.11 NAME OF THE COMPANY

The name of our company is "*Lauk Kitai*". The word "*Lauk*" mean side dishes or variety of dishes in Malay language and "*Kitai*" refer to us in Iban language. We choose this name due the food that we offered are mostly local dishes. "*Lauk Kitai*" visualizes our local customer and foreign enjoying the taste of local foods. The idea of this name comes when we wanted to look for a name that is familiar to our culture and unique to our tourist whom the foreigner customer can easily learn new words and understands the meaning of our restaurant.

"Delicious Local Cuisine"

1.12 COMPANY LOGO



The company logo has 3 colour that is red, yellow and white. Yellow and red means the food serve by the local because Sarawak flag does have that same colour. White means the restaurant prioritize the cleanliness of the restaurant. "Lauk Kitai" is the restaurant name and "Delicious Local Cuisine" is the company trademark.

"Delicious Local Cuisine"