



اُنْبُوَ رَسِيْتِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA SARAWAK

KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

BURGER BORNEO HOUSE

PREPARED BY:

NAME	NO. ID
VERONICA BADIK ANAK ALOI	2013443112
ANGY JENA ANAK RICHARD	2013407984
VESTALIN ANAK SMITH	2013455174
JACQUALINE ANAK AYONG	2013865454
BRENDA MARTHA ANAK DAVID	2013447676

DIPLOMA IN ACCOUNTANCY

OCTOBER 2015

Surat Kami: 100-UiTMKS (HEA. 30/7)

Tarikh : 12 Ogos 2015

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

PENGESAHAN PELAJAR**BIL. NO. PELAJAR NAMA PELAJAR**

1. 2013855454 JACQUALINE ANAK AYONG
2. 2013455174 VESTALIN ANAK SMITH
3. 2013443112 VERONICA BADIK ANAK ALOI
4. 2013447676 BRENDA MARTHA ANAK DAVID
5. 2013407984 ANGY JENA ANAK RICHARD

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Perakaunan** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamentals Of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **Puan Esfarina Amiza** ditalian **012-6223357** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar

**MOHAMMAD BIN ABANG**

Penolong Pegawai Penerbitan

Bahagian Hal Ehwal Akademik

bp Rektor

EXECUTIVE SUMMARY

Burger Borneo House is a partnership business that consists of five shareholders in the company. Each partners have contributes some capital that already agreed in an agreement. In our business, the main product is burger. Our production of difference types of burger using Burger Gym and determined to become a daily necessity for local burger addict around Kota Samarahan.

The purpose of this business plan is to secure additional, long-term funding to open a QSR (Quick Service Retail) franchise in Kota Samarahan, Sarawak. The owners of the company are willing to invest RM25,000, and assume over RM120,000 in short-term liability to secure the funding for inventory, and early operations. The Maybank loan we seek is in the amount of RM50,000, and if approved, will be amortized to 10 years.

The chain is positioned somewhere between traditional food and local food restaurant. This segment of the market is attuned to the health benefits of their eating habits, are more conscious of their buying habits than the general population, and more importantly, they have higher incomes and are willing to pay more for a better burger choice. Our goal is to be that choice in the Kota Samarahan area.

Our primary goal for this plan is that it help us secure this RM50,000 Maybank loan. Once we have done that, our goal will be to build value for our constituents, ourselves, our employees, our customers, and the community. We see these goals as being consistent with the goals the Maybank expects of itself and its guarantors.

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1. INTRODUCTION

1.1 NAME OF THE BUSINESS

We all agree by choosing “Burger Borneo House” for our company’s name. We choose this name because this is our opportunity to make our customer feel the atmosphere of Sarawak Borneo . Our food hygiene is generally good and crime levels relatively low, but do take the usual common-sense precautions.

1.2 NATURE OF BUSINESS

Our business is based on producing and distributing foods and drinks. As it is a Burger Borneo House, the main product that we sales is burger. Our burger is made from chicken, cheese, tomatoes, onions and etc. There are some of ingredients that have a unique taste suitable to make any types of burger to make it special.

Besides burger, we also produced side dishes such as salads and western food. On the other hand, we also provide variety types of drinks based on traditional concepts that customers rarely get from other franchises. For our appertizers, we will serve pancakes plus salads and drinks such as coffee, tea or fruity drinks. For our salads, we mix it with traditional ingredients such as sweet potatoes, sweet vegetables, honey, and others traditional fruits.

We already make a research about all this ingredients and it taste so delicious. We confirm that once the customers taste our food they want it more. We want to make something new in the business. By hook or by crook we want our customers satisfied with our food that taste heavenly delicious.

1.3 INDUSTRY PROFILE

Burger Borneo House is under food industry. Our small business that focuses more on the production of burgers and distribution of other food. In Kota Samarahan Sarawak, there are many university and school that will be our target.

Therefore, due to high demand of burger addict that encourages us to take part in this business field although it is tough and lots of competitors. On this area of Samarahan, there is lot of students that studied in Samarahan. There are three campus of university that is UiTM and UNIMAS.

So, we choose this business due to the strategic place with lots of students. Based on observation that we made, students nowadays like to eat burger. It gives us opportunity to introduce our burger to our customer.