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Sir,

SUBMISSION OF BUSINESS PLAN REPORT

With the above mentioned title, we would like to submit our Business Plan Report that we have finally complete based on our study and research. This has been done following guidelines and procedures.

2. We would like to thank your kindness and generosity in guiding and leading us in accomplishing this proposal all this while. Without your advice, we might would not be able to come out with such determined and dedicated proposal.
3. We will use the knowledge, skills and information that we have gathered in the next project in the future. This business plan covers all aspect of starting the business administration, marketing, operation and financial status of company.
4. Therefore we sincerely hope that this report will be satisfactory in your judgment and will be evaluated as fairly as possible. Your sincerest and honest consideration would be much appreciated.

Yours sincerely,

(WELLANCE ANAK NICHOLAS NINGKAN)

EXECUTIVE SUMMARY

The name of our company is Rajah Putih Restaurant. The business is in the form of partnership, which consists of four members. Each partner contributes certain amount of capital as agreed in our agreement. Our business activity focuses on providing the food and beverages based on Sarawakian Traditional Food . Our company are located at Kuching Waterfront.

All partners are entitled to participate in the business management and agreed that Wellance anak Nicholas Ningkan as our General Manager and Baiman Bin Idris Administration Manager, Muhammad Tarmiezy as our Financial Manager, Muhammad Aiman Bin Abd Mutalib and Muhammad Lutfi Bin Ahmad Saifuddin as our Operational Manager and Hilal Aswad Bin Junaidi as our Marketing Manager.

The team is lead by General Manager and assisted by other managers. The General Manager is responsible in planning, organizing, leading and controlling.

Administration Manager will responsible for the job related to administration such as planning and arranging the remuneration schedule of wages, salary and day of work or shift.

Financial Manager will handle financial matters such as preparing budgets and financial statements for the expenses of each department.

The Marketing Manager is responsible of preparing the marketing plan such as identifying the targeted market, determining the market size, competitors, market share, developing sales forecast and marketing strategies.

Lastly, the Operation Manager will control and monitor our business. All workers that work in our company will be supervised by operational manager. This will produce quality control and productivity to our company.

GENERAL MANAGER.
ACKNOWLEDGEMENT

Firstly, we would like to thank the Almighty God for blessing us in order to complete our business plan successfully. Without God's blessing, we believe that we will never complete this business plan on time. We are feeling grateful that we are managing to run the business after a lot of perspiration and hard work to all of this.

Besides putting our full commitment, there is one person that we want to give a very big thank to him, who is En Johari Bin Abdullah because of his effort and full commitment in order to teach us the way to be an entrepreneur. If we do the business without his guidance for sure we will not be able to finish this project. He was a great lecturer with clear understanding and also a good channel of giving examples and information based on his experience.

We also want to thank everybody who involved direct and indirectly towards our projects especially our classmates. Even we are not the same group but we always change opinion among our groups. In addition, we also like to appreciate the organization that involve in our project, they are all very helpful in giving information and opinion which close related to our business.

Once again, we would like to thank everyone that had helped, support and motivating us either direct and indirectly. Their contribution is the most valuable asset of this small but useful study.

1.0 INTRODUCTION

Rajah Putih Restaurant is a business venture in service and product where the business is producing and serving Sarawakian traditional foods that is by our own recipes. This business was established under partnership where we have already agreed to venture this form of business. All shareholders have agreed to contribute some capital that is allocated for shareholders based on terms and conditions. Besides that, it shows that we have chosen partnership as our form of business entities. By that, it will bring a positive effect to the company where the company is able to share the profits as well as the shareholders' ideas, creativity, and experience in order to maximize the productivity and innovate new products that will exceed our customer expectations.

The main reason for our company's existence is to introduce Sarawakian traditional foods that were previously popular among the Sarawakian people in Malaysia. The traditional foods that are traditionally handmade produced but now we come with variety and ironic flavor for the customer. By that, it will attract the local people and also it will expose to the customer that from different races and countries to Sarawakian traditional foods. By our business concept we believe that our product can be accepted by the consumer and also we believe that our company will make an impact to the market size in Kuching recently as well as to give an impact to our competitors. Followed with our commitment and cooperation by the manager we aspired that we will achieve our success in the future for the company.

The factor in selecting the proposed business is to promote quality and Halal Sarawak Traditional Foods to the local and tourists in the market. Besides that, we offer dine-in where the customer could enjoy the fresh environment and comfort with the high quality service we serve. We try to provide the high quality products with tasty flavors that will open our customer's mind towards Malaysian traditional foods.