



FACULTY OF ADMISTRATIVE SCIENCE AND
POLICY STUDIES ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP BUSINESS PLAN
COMPANY NAME : BORNEO TASTE

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EXECUTIVE SUMMARY

The name of our company is Borneo Taste. Our Restaurant will serve the food that use fish as our main ingredient in our menu. Our recipe made using our own ideas and come out with new taste of fish dishes. The nature of our business is partnership.

Our restaurant located Borneo Taste Restaurant, Block B, Lot 14, Pekan Kundasang, 89308, Ranau, Sabah. We expect to start up our business on 18 January 2016. Our vision is to be one of the well known restaurants in the Borneo.

Our products are sold to all ages, whether children or an adults. In running this business, we have 14 workers consists of General manager, Administration manager, Marketing manager, Operational Manager, Financial manager and our professional workers.

Our future prospect of this business is to open as many branch and also promote our products as we can to earn more profit and expand our business in international level.

There are 4 shareholders on this business. All the manager from all department also consist of the general manager contribute RM8,000 . Besides that, we also apply loan from Maybank Sdn. Bhd which is RM 37,165.

1.0 INTRODUCTION

The name of our company is Borneo Taste. Our Restaurant will serve the food that use fish as our special ingredient. We use our own ideas to create a new great taste that will satisfy our customer. We are taking this business opportunity to start our own business because we believe that our new ideas and recipe can compete with other restaurants.

Our target customers are all ages including children and adults. We provide with many different tastes of fish products that will meet this total customer satisfaction. For example, we serve traditional food such as Ikan tuhau and Bambang where mostly the people who live in Kundasang are village people.

Our business will operate at Borneo Taste Restaurant, Block B, Lot 14, Pekan Kundasang, 89308, Ranau, Sabah. We choose this place because the place is lacking with restaurants also as we know at Kundasang it is hard to find a fish. This provided us with an opportunity to run our business plan.

This business has a high potential to expand. We are prospecting to increase our profit every year and can promote our products at an international level.