

Collections burger business plan flashcard



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Collections is established in Penang to give Malaysians who are always fans of burgers the chance to try out different types of burgers for the satisfaction. With a variety of different formulas of burgers which originated from different places such as Europe and China, collections is here to serve Malaysians the most unique burger that one'll ever taste. Being a specialized burger shop, our competitors in the area are of course Ric's burger, Spade's Burger and Rocstarz. These are our main competitors in the Bayan Baru area.

To analyse our surviving rate against them, we are carefully analyse our strength and weaknesses. Collections do have disadvantages against them, but there're also advantages which would makes us survive against them. Collections' main highlight-different variety of burgers is showing good signs. Using both owners' and investor's money, by calculating the gross and net profit, Collections is showing a good result of gaining profit slowly over time. Within the starting period, Collections aims to let different religion's people recognize the uniqueness of it is burger formulas by providing them their own favourite taste of burgers, for example beef for Malays and Pork for Chinese.

The main highlight of Collections are about customers choosing their own favourite type of burgers. We would be promoting our " Special burger" which is different every week with lower price during festivals such as Chinese New Year or Deepavali to introduce it to customers. Our customers are also allowed to make a member card or student's card for students to get their weekly daily bonus when they dine in our shop. Our price will be

regulated reasonably between Rm 5 to 15 by following the ingredients and types of burgers picked by customers.

Collections is currently being operated by its starting owner, Kung Aik Chee which is organising workers and making economic decisions for the shop. His partner, Mr Gooi Chiah Chiak is working as his assistant to help him at managing the shop and giving advice on economic decisions. And lastly, Ms Sam Lai Yan, which is Collections only investor is observing the shop's activities and discuss with the shop owner on his economic decisions. As the owner, we would like to spent more money on the promoting part.

Being near with condominium and terraced house area did gives us some advantages, but we plan to promote our shop to other areas such as Bayan Lepas and Ayer Itam. These areas are definitely offering growth opportunities for our shops which will gives our shop more profit. For the investor, Ms Sam Lai Yan plan to be a long-term investor for our shop, which should be two to three years. Our shop is named Collections. It is a burger shop which exist from the general partnership which consists of its two owner, Mr Kung Aik Chee and Mr Gooi Chiah Chiak, and also their business partner Mr Sam Lai Yan who had already invested RM180, 000 into Collections to help them start off their business smoother. Mr Kung Aik chee is 27 years old.

His education background is he formerly graduated from Inti International College Penang with a degree certificate under Degree in Finance when he was 22 years old. He was a small burger stall owner. He figures that his small burger stall cannot gain much more profit in a long term, so he got an idea

to open a shop which specialize in making burgers, just like other burger retailers. Mr.

Gooi Chiah Chiak is 27 years old. His education background is he formerly graduated from Inti International College Penang with a degree certificate in Degree in Management when he was 22 years old. His first job was working at Eastin Hotel for 3 years. During that time, he works as an assistant manager in the human resource department.

Ms Sam Lai Yan is 26 years old. She graduated as a Diploma in Business holder from Inti International College Penang. Her first job was working as an assistant in G Hotel's international marketing department. She invested RM180, 000 in a business plan which can help the new shop of Mr Kung Aik Chee run smoothly.

Besides that, we plan to borrow RM20, 000 loan from bank. It is use for interior decoration of the restaurant and urgent need in future. Collections is located at Elite Height, Bayan Baru which is a few steps away between Giant Bayan Baru and D' Piazza Condominium. Elite Height is a new condominium with many shop lots available and it's an always crowded area. The reason for us to choose this location for our shop because it is a new condominiums and there is lots of new shop lots in Bayan Baru for us to choose to start up our shop.

Due to the reason of having a lot of condominium and terraced house in that area, for example Ideal and D'Piazza that gives us the chance to attract them to become our fixed customers. The reason for them to dine in our shops is to try out new foods as we are near to their homes and having a <https://assignbuster.com/collections-burger-business-plan-flashcard/>

unique concept which differentiate us from other burger shops. The idea of Collections started in September 2014. Mr Kung Aik Chee, who graduate started the business of collections with his best friend, Mr Gooi Chiah Chiak. Both of them had the same opinion which is their business have a chance to success with their shops unique feature.

They enquire the opinion of their colleague Ms Sam Lai Yan about their business venture, and Ms Sam Lai Yan ended up being their investor to help them in their business. The main reason for Mr Kung Aik Chee and Mr Gooi Chiah Chiak to choose this business venture is because in this modern era, burgers and many other fast food has become a big hit among customers, no matter it is young or old people. Although burger is recognized as one of the unhealthiest food, people still go for it due to it being fast and easy to dine with. It's exceptionally popular with teenagers because they like to taste the different kinds meats used in burgers and it is able to fill their stomach easily.

Many adults also like to eat burgers because it is easy and fast which is nice for them to fill their stomach quickly and went back to work or rest. With these factors, it is easy to conclude there is a large amount of demand for burgers, especially those that're different from others.