

CyberFund SOHO Hotel & Restaurant Pte Ltd

Strategic Business Plan for the year 2009 - 2013

1. Introduction

CyberFund SOHO Hotel & Restaurant Pte Ltd is incorporated in Singapore on 12th October 2009 under the company registration no: 200919067H with paid up capital of S\$525,684, having its registered office at 103/105 East Coast Road, Singapore 428797/428798.

2. External Environmental Analysis

i. Singapore has progressed into a global city, led by competent government with full support from Singaporeans and foreigners. The upcoming integrated resort and the new Changi Airport Terminal 3 will provide a favorable impact on the business environment that will create many investment opportunities in Singapore. The most challenging task for local SMEs is to compete with the new foreign entrants in Singapore. In East Coast Road, there are many new restaurants coming up and doing very well, particularly Aston Western Food, Old HongKong Tea House, Waraku Japanese Restaurant.

ii. CyberFund SOHO Hotel & Restaurant Pte Ltd takes this opportunity to offer good food, accommodation and Internet surfing for the new growing executives seeking value for money. It is recommended to call for internal funding from existing and new shareholders for business expansion.

3. Internal Environmental Analysis

i. CyberFund SOHO Hotel & Restaurant Pte Ltd took over Sing Ho Chicken Rice Restaurant that operated for 5 years with monthly revenue of S\$45,000 and a monthly gross profit of S\$30,000.

ii. CyberFund SOHO Hotel & Restaurant Pte Ltd has the core Internet Café and accommodation business to cushion the growth to S\$100,000 monthly revenue and S\$70,000 monthly gross profit

iii. CyberFund SOHO Hotel & Restaurant Pte Ltd plan to call for fund from venture partners and working partners to achieve the mission and objectives.

4. Business Entry Strategy

To adopt focused differentiation strategy that taps major market share on the existing growing middle-income families group, office executives and customers patronizing the surrounding entertainment pubs.

5. Company Mission

To provide an exclusive selection of popular Asian dishes at affordable prices with sensational music and conducive ambience for middle-income families group, office executives and pub customers.

6. Business Objectives

a. To achieve S\$110,000 monthly revenue and S\$80,000 gross profit on F&B, Internet Café and accommodation.

b. To appoint a competent management team that consists of a Floor Manager – Simon Lim Meng Soon and Food Production Manager – John New Kian Guan reporting to Chief Executive Officer – Mdm Neo Chye Tin for the implementation of the business plan with the assistance from the Corporate Advisor – Richard Lim See Fong.

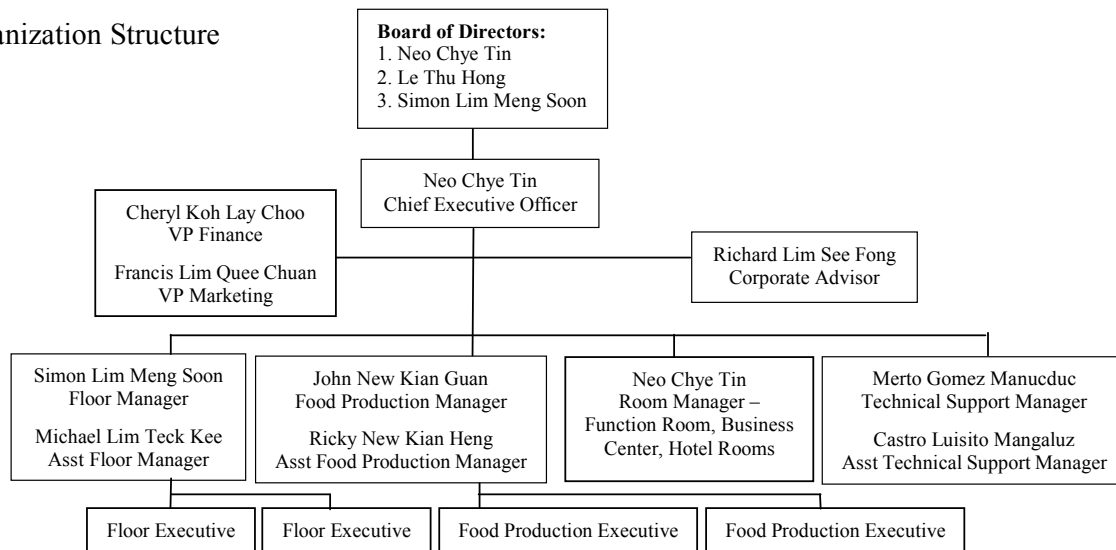
c. To organize the Food Production Team and produce Hainanese Chicken Rice, HongKong Roasted Duck, Fisherman Seafood Rice and Bakut Teh Herbal Pork under the leadership of Food Production Manager, John New Kian Guan and Assistant Food Production Manager, Ricky New Kian Heng.

d. To develop a Floor Management Team and produce excellent customer services under the leadership of Floor Manager, Simon Lim Meng Soon and Assistant Floor Manager, Michael Lim Teck Kee.

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- e. To form a Technical Support Team and provide good maintenance support under the leadership of Merto Gomez Manucduc and Castro Luisito Mangaluz.
- f. To setup a Rooms Division Team and provide general cleanliness and laundry services under the leadership of Room Manager, Mdm Neo Chye Tin.
- g. The Corporate Advisor will assist the CEO on development of strategic business plan and information system to determine the appropriate mission and objectives for the management to implement successfully.
- h. The VP Marketing, Francis Lim Quee Chuan and VP Finance, Cheryl Koh Lay Choo will assist the Corporate Advisor on financial and marketing management programs.

7 Organization Structure



8. Financial Objectives

a. **Capital Layout for CyberFund SOHO Hotel & Restaurant Pte Ltd** S\$525,680

Fixed Assets:

Electrical Installation on 2 storey shop house	S\$24,000
Piping for boiler machine for noodles	S\$ 6,000
Setup cost – 2 months business development	S\$30,000
Architect drawing for submission to NEA for restaurant use	S\$ 5,000
Painting upstairs & downstairs	S\$ 8,000
Designing of the shop	S\$10,000
Signboard	S\$ 8,000
5 ceiling mount air-conditioner	S\$15,000
5 split-unit air-conditioner	S\$ 7,500
5 rooms partition	S\$ 5,000
Lighting and fan	S\$ 5,000
Karaoke System	S\$16,000
Toilet renovation	<u>S\$ 4,000</u>
	S\$143,500

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Kitchen:

Kitchen exhaust pipe	S\$25,000	
Kitchen grease trap	S\$15,000	
Cooking stove and deep fry oil fryer	S\$ 8,000	
Washing sink, preparation table & cabinet	S\$ 8,000	
Plate washing machine	S\$ 5,000	
Wall tiling & flooring	S\$ 5,000	
5 Refrigerators and cooling system	S\$ 8,000	
Oven for roasted duck/pork	S\$ 1,380	
Cooking utensils, steamer & plates	<u>S\$ 5,000</u>	
		S\$80,380

Dining Area:

20 tables & 80 chairs	S\$ 6,000	
4 round tables & 8 chairs	S\$ 4,800	
Boiler, microwave, heater & wooden cabinet	S\$ 5,000	
Serving counter	S\$ 5,000	
Rice warmer	S\$ 3,000	
Display cabinet & Signboard	S\$ 5,000	
Serving utensils	S\$ 4,000	
Flooring	<u>S\$ 3,000</u>	
		S\$35,800

2nd Floor:

5 twin beds and mattress set @ S\$2,000 each	S\$10,000	
Rosewood display set	S\$20,000	
Ivory & jade figurings	S\$80,000	
TV Sets – 5 units of 21”, 1 unit 42” Plasma TV	S\$ 4,000	
Refrigerator, cooking utensils & washing machine	<u>S\$ 2,000</u>	
		S\$116,000

Current Assets:

25 sets of IBM laptop @ S\$1,000 include software	S\$25,000	
1 set modem router, all in one printer & copier	S\$ 1,500	
PUB deposit	S\$ 2,400	
Rental deposit (2 months + 1 month)	S\$43,000	
Cash in hand	<u>S\$78,100</u>	
		S\$150,000

Current Liabilities:

NIL

<u>S\$525,680</u>	<u>S\$525,680</u>
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b. Budget monthly revenue of CyberFund SOHO Hotel & Restaurant Pte Ltd

i. Monthly revenue from F&B	S\$100,000	
ii. Monthly revenue from Internet Café at 103 East Coast Road	S\$5,000	
iii. Monthly revenue from accommodation at 103A/105A	<u>S\$5,000</u>	
Total Monthly Revenue		S\$110,000
Less Cost of Goods Sold		<u>S\$ 30,000</u>
Gross Monthly Profit		S\$80,000
Less Expenses:		
Rental	S\$15,000	
Electricity, Gas & Water	S\$5,000	
Manpower – 10 pax	S\$18,300	
Miscellaneous	<u>S\$3,000</u>	
		<u>S\$41,300</u>
Monthly Nett Profit		<u>S\$38,700</u>

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Note:

Annual Budget Revenue	S\$1,320,000
Annual Budget Gross Profit	S\$960,000
Annual Budget Expenses	S\$495,600
Annual Budget Nett Profit	S\$464,400

Proposed Remuneration for Management and Staff

- a. CEO, Neo Chye Tin – S\$3,000
- b. Floor Manager, Simon Lim Meng Soon – S\$2,500
- c. Asst Floor Manager, Michael Lim Teck Kee – S\$1,800
- d. Food Production Manager, John New Kian Guan – S\$2,500
- e. Asst Food Production Manager, Ricky New Kian Heng – S\$1,900
- f. Floor Executives – S\$1,200 x 2 pax = S\$2,400
- g. Food Production Executives – S\$1,200 x 2 pax = S\$2,400
- h. Room Manager, Mdm Neo Chye Tin – S\$1,800
- i. Total Remuneration: S\$18,300
- j. Total Strength: 10 pax

9. Marketing

To position the company as a SOHO Hotel with Business Center and Restaurant and create a competitive advantage over the existing F&B operators and capture a large market share of middle-income families, pub patronage and office executives. The product and services offered must have good value and benefits to the said target market. The promotion must have “Push” – basic products with low price and “Pull” – quality products with affordable price strategies.

10. Remuneration, Duties and Responsibilities for Management and Staff

- a. Chief Executive Officer: Salary – S\$3,000 x 5A x S\$100
 - i. To design and implement business plan.
 - ii. To call for angel investors and develop new businesses.
 - iii. To conduct human resource management program, financial management program and strategic information system program.
 - iv. To ensure that the shop is 24 hrs operational with high standard of hygiene.
 - v. To maintain a high standard of quality food control and good sales performance.
 - vi. To produce a full set of account and marketing plan.
- b. Food Production Manager/Asst Food Production Manager: S\$1,800 – S\$2,500 x 5A x S\$60
 - i. To design a cooking schedule and purchasing plan.
 - ii. To ensure that the kitchen is clean and the food is fresh at all times.
 - iii. To manage a food production team.
- d. Floor Manager/Asst Floor Manager: S\$1,800 – S\$2,500 x 5A x S\$60
 - i. To ensure that the food counter is ready to serve fresh food and drink.
 - ii. To conduct direct selling and maintain the Internet and lodging businesses.
 - iii. To keep the dinning area clean.
- e. Executives: S\$1,200 x 5A x S\$30
 - i. To perform general duties as instructed by the manager.
 - ii. To greet the customers.
 - iii. To provide feedback to the manager.

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Responsibilities of Chief Executive Officer

- a. To justify the cost of operations and manage the business profitably with good concern for the stakeholders.
- b. To answer to the Board of Directors on the wealth creation for the shareholders.
- c. To improve the effectiveness of the organization, cohesiveness and leadership.
- d. To raise fund and identify business opportunities for fast growth strategy.
- e. To develop a sound human resource management program and information system.

Responsibilities of Floor Manager

- a. To take care of beverage and cashier department.
- b. To create customer order list (3 sheets; 1 – Customer order, 1 – Kitchen, 1 – Cashier).
- c. To create customer feedback form on the quality of our food and service standards.
- d. To provide trainings to all staff on general hygiene, cleanliness & general maintenance (light & toilet, etc) and liaise with the Technical Support Manager.

Responsibilities of Food Production Manager (Seafood and Roasted Duck)

- a. To create F&B menu focusing on feasible marketing strategies based on Pricing, Product, Place, Promotion, Positioning and Partitioning (Segmentation).
- b. To create work schedule for food production and food preparation.
- c. To do food purchasing from supplier with minimum 2 quotations.
- d. To do inventory record and stock check.
- e. To perform quality control trainings for all staff (part of HRM program).

Responsibilities of Room Manager

- a. To keep the hotel rooms and kitchen amenities in good order.
- b. To maintain the function room and the business center in good condition.
- c. To organize the meeting room for board of directors and management meetings.

Responsibilities of Technical Support Manager

- a. To maintain the air-conditioners in good working condition.
- b. To ensure that the electrical power is sufficient to operate smoothly.
- c. To keep the sewage and drainage systems in good order.
- d. To develop new innovative ideas on the ambience improvement.
- e. To assist in the development and setting up of new branches.

11. Implementation

- a. To call for venture partners with S\$100,000 – S\$300,000 investment.
- b. To improve the management skills on leadership and teamwork.
- c. To train and reward the staff with better incentives and working conditions.
- d. Food Production Manager must ensure that every food that taken out from kitchen must have sample collected for safety and precaution reasons in the event that there is another food poisoning case
- e. All managers must attend the hygiene course and basic customer basic course.

12. Conclusion

- b. The CEO hopes that the management and staff will cooperate and fulfill the mission and objectives and create higher values for the company and themselves.
- c. The Board of Directors promises the shareholders and stakeholders with more good years of progress and prosperity.