

UNIVERSITI TEKNOLOGI MARA
/ SABAH CAMPUS

BUSINESS PLAN
(ETR 300)

ALNAA'S OE ENTERPRISE
(SUPPLYING & SELLING OFFICE EQUIPMENT,
STATIONERIES & TECHNICAL INSTRUMENT)

PREPARED BY :

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NOV 2003 - MAY 2004

COVER LETTER

NURFARHANA BINTI ABD. SAPPAR,
ETR 300 GROUPS B3,
Mara University of Technology,
Locked Bag 71,
88997 Kota Kinabalu,
SABAH.

Your Reference:

Our Reference:

Date : 12 February 2004

Mr. Kamaruzaman,
MEDEC ETR 300 Coordinator,
Mara University Of Technology,
Locked Bag 71,
88997 Kota Kinabalu,
Sabah.

Sir,

SUBMISSION OF BUSINESS PLAN REPORT (ETR 300)

Referring to the above matter, I as a general manager of *ALNAA's OE Enterprise* on behalf of my partnership, is pleasure to submit our business plan for your marking.

2. Viewpoint of our business are

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Title of the business plan : Supply and sell office equipment, stationery
and technical instrument.

Name of business : ALNAA's OE ENTERPRISE

Address of the business : Lot 18, No. 19 Ground Floor,
Block C, Damai Plaza,
Phase 4, Luyang,
88300, Kota Knabalu
Sabah.

Name of the writers : Nurfarhana Abd. Sappar.
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Date of submission : 12. February. 2004

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2.0 PURPOSE

In operating our business plan and to become an entrepreneur, we should specifically and clearly state the purpose in planning our business plan. This business plan is prepared by *ALNAA's OE Enterprise* with the purpose are:

- i) Toward, as a fulfillment to our subject, this is Entrepreneurship (ETR 300).
- ii) As an assessing for business in form of objectively and practically.
- iii) To obtain a term loan for the amount of RM75, 000 from MARA.
- iv) As a guideline for each partner in managing day-to-day business operation. In fact of to avoid any wastage in managing the business resources such as wasted time to complete simple thing and wasted in using the capital buying unused tools or equipment.
- v) To avoid in doing simplest mistake or careless that may occurred big problem to the business operation.
- vi) As a convincing tool to attract the community which is our target customer that our business has a bright future and well planning.