



اَوْبُو سَيْيُتِي تَيْكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY
STUDIES (AM110 4D)**

HEALTHY LIFESTYLE CENTER COMPANY

GROUP MEMBER:

CYNTHIA PIA AK LATIT (2012536507)

SPHENIAH AK JAMES MANDAU (2012369719)

SINDRA AK GIRI (2012360539)

ROSIE AK NANANG (2012138395)

AFIRAH SHAFIQNAS BT RAMLEE (2012999001)

BENYA AK ARUN (2012562043)

Kami : 100-UiTMKS (HEA. 30/7)

1 : 08 Ogos 2014



ADA SESIAPA YANG BERKENAAN

Tuan

<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
2012999601	AFIRAH SHAFIQNAS BINTI RAMLEE
2012562043	BENYA ANAK ARUN
2012138395	ROSIE ANAK NANANG
2012360539	SINDRA ANAK GIRI
2012369719	SPHENIAH ANAK JAMES MANDAU
2012536507	CYNTHIA PIA ANAK LATIT

Kita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas Program **Diploma Pentadbiran Awam** untuk membuat satu kertas projek bagi Kod Kursus **00 (Fundamentals of Entrepreneurship)**.

Maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi mengemukakan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Hubungi Penyelia Projek, **ENCIK JOHARI BIN ABDULLAH** di talian **(010-9668869)** sekiranya tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Sama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

"SATU BERUSAHA BERBAKTI"

in.

benar

NURUL HUDA BINTI IBRAHIM

Wakil Eksekutif

Hal Ehwal Akademik

ektor



TABLE OF CONTENT

Acknowledgement	1
Executive Summary	2
Section 1: Introduction	3-7
Section 2: Purpose (s)	8-11
Section 3: Company Background	12-16
Section 4: Owner Background	17-23
Section 5: Business Location	59
Section 6: Marketing Plan	24-44
Section 7: Operation Plan	45-63
Section 8: Administration Plan	64-75
Section 9: Financial Plan	76-98
Section 10: Conclusion	99-100

EXECUTIVE SUMMARY

The name of our company is Healthy LifeStyle Centre (H.L.C). The business is in form of partnership which consists of six members. Each partner contributes certain amount of capital as agreed in agreement for this business.

All partners give their attention for this business and are entitled to participate in the business management. We agreed that Cynthia Pia ak Latit as the General Manager, Sindra ak Giri as the Administrative Manager, Spheniah ak James Mandau as the Marketing Manager, Afirah Shafiqnas binti Ramlee as the Operational Manager, Rosie ak Nanang as the Operational Manager and Benya ak Arun as Financial Manager. The selection for all managers is based on consensus among all the partners and the selected based on the experience, skill and ability.

The management team will be led by the General Manager and assist by the other managers. The **General Manager** is responsible in planning, leading controlling and organizing the business. The **Marketing Manager** will be responsible to create the marketing plan, identifying the customer's need and wants, identifying the competitors, target market, market size and forecast the future market. The **Operational Manager** is responsible to the entire job that related to the operation and will be supervising and coordinating the operation of the business. The **Administration Manager** is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages.

Lastly, the **Financial Manager** will be handling the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

PARTNERSHIP AGREEMENT

This agreement among the partners of Healthy LifeStyle Centre was made on the 4th of April 2014. The terms of the agreement are as follow:

- Each partner is liable to every amount of profit the organization made and received and to be shared equally among the partners.
- No other person will be introduced as a partner in the organization without the consent of all the existing partners.
- Any matter concerning to the business will be decided by majority of the partners.
- All partner contributed capital is RM30000.00 each of the partners.
- Any profit or loss made during operation will be divided with equal ratio among the partners.
- Debt made by any partner must be accounted in the partnership agreement. If the partner failed to pay the debt within the end of the accounting period, his or her existing profit will be deducted to compensate the debt made.
- The partner can make any additional capital after the agreement is reached in partner's meeting.
- Should any of the partners dies or retire; the heir of the related partners has the right to claim for profit or loss from the organization. If the heir is interested in continuing the business of behalf of his or her parents, he or she gets approval from the existing partners.
- According to the agreement, all partners need to follow the rules and regulation that have been set up in the Partnership Act 1961 (Amendment 1974), should any of the partners breach these agreement; he or she is liable for trial in court. The partnership of said partner will be dissolved immediately after consulting all the partners.