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GREEN BOTANICAL GARDEN

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"BERSATU BERUSAHA BERBAKTI!"

Sekian.

Yang benar



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1.0) EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in plantation industries, our group has come up with the business plan of partnership whereby our organization's name will be known as green botanical garden.

The General Manager is the head of the business company. This position is responsible for all management for the company that includes employees' welfare. The entire decision making is in her hand after discussion with the share holders. She also leading, controlling, planning and looking for the business opportunities. She will assist by other four shareholders that have been agree to cooperated with him to establish the green botanical garden.

The first member of this company is Administration Manager. This position will responsible for entire job related to office administration. He will responsible and manage the entire thing that related with his position such as the organizational structure of the company.

The second member of this company is Operational Manager. The operational manager will controlled and monitor the operation. He also will manage the business that we organize. In another word, he has the power or an authority to handle all the related work in our company such as making a plan for business location.

The third member is Marketing Manager. The function of this position is to prepare the marketing plan or strategy of our business. This person who holds this position must have capability and confident to speak in front of the customer. This is to influence and to attract the customer with our business. The other function is to identifying target share and to develop market strategies.

The fourth member of this company is Financial Manager. She will responsible for financial matter and preparing budget financial statement for department expenses. She will manage all the financial company. All the expenditure that will or already use will be monitored and control by her. All the members will be considering as a shareholders that contribute a capital to open this nursery business.

1.1) INTRODUCTION

We must have an efficient and complete method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must take care is efficiency in the management. To make sure our objectives will be achieved we have put our effort in preparing this business proposal.

Marketing, production and financial aspect must be consider in business which consist a complete term of management that is planning, organizing, leading and controlling. All this aspect really assists in achieving our goals.

Administration also needs to set vision and mission which can be use by the organization as a guideline to get the profit. Beside that administration also include the allocation of resources to avoid wasteful besides can give a better in develop the money based on requirement of every department.

Another responsible of administration is determining the process in achieving the organizational goals where this administration needs to ensure all the department cooperates with each other.

Apart of that, it must be able to provide better services for the employees. For example welfare, allowances, Socso, Epf and other benefits to make the employees feel secure.

The roles plays by the administration department really determine the effective and efficiency of their organization to make sure the goal can be achieve.

Administration must make sure that they organize their organization in a good condition because it can affect the relation among our organization; customer and also can encourage people to cooperate and join our organization.