



**UNIVERSITI TEKNOLOGI MARA
CAWANGAN SARAWAK
(KAMPUS SAMARAHAN)**

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA in PUBLIC ADMINISTRATION

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)**

**“SOSA ALLIANCE MUSHROOM”
BUSINESS PROPOSAL**

PREPARED BY:

AZ AZIZZI BIN ABD AZIZ	2005249965
AHMAD SUFI BIN ABU TALIB	2005250006
SAMSUL ANAK SENIN	2005249878
OSIN ANAK MALANG	2005249926

**PREPARED FOR:
MR SAPAWI BIN JAMAIN**

**SUBMISSION DATE:
6 OCTOBER 2007**

CONTENT	PAGE
1 LETTER OF SUBMISSION	I
2 ACKNOWLEDGEMENT	II
3 BUSINESS PLAN	
• INTRODUCTION	1
• PURPOSE	2 - 3
• MISSION VISION & OBJECTIVE	4
• COMPANY BACKGROUND	5
• LOCATION OF THE BUSINESS	6
• COMPANY LOGO	7
• SHAREHOLDERS BACKGROUND	8 - 11
• LETTER OF AGREEMENT	12
4 ADMINISTRATIVE PLAN	13
• INTRODUCTION	14
• ADMINISTRATIVE OBJECTIVES	15
• TYPE OF BUILDING AND INFRASTRUCTURE	16
• INTRODUCTION TO THE ORGANIZATION	17
• ORGANISATION CHART	18
• SCHEDULE OF TASKS AND RESPONSIBILITIES	19 - 22
• SCHEDULE OF REMUNERATION	23 - 25
• ADMINISTRATION STRATEGIES	26
• REMUNERATOR TABLE	27
• LIST OF OFFICE EQUIPMENT	28 - 29
• ADMINISTRATION BUDGET	30
• OFFICE LAYOUT	
5 MARKETING PLAN	31
• INTRODUCTION	32
• MARKETING DEFINITION	33
• MARKETING CONCEPT	34
• PRODUCT DESCRIPTION	35 - 36
• MARKET ANALYSIS	37 - 38
• MARKET SIZE	39 - 40
• MARKET SHARE	41 - 42
• FORECAST SALES	43 - 45
• MARKETING STRATEGIES	46 - 49
• MARKETING BUDGET	50 - 52
• MAP OF LOCATION	53
6 OPERATION PLAN	54
• INTRODUCTION	55
▪ STRUCTURE OF MUSHROOM HOUSE	56
• PLANT & MACHINERY	57
• MUSHROOM HOUSE LAYOUT	58
• MUSHROOM PANTING PROCESS CHART	59 - 70

SUBMISSION LETTER

SOSA ALLIANCE MUSHROOM
NO 96 KG EMPILA,
94300 KOTA SAMARAHAN,
SARAWAK.

Mr Mohd Sapawi bin Jamain
Lecturer of ETR 300,
UiTM, Jalan Meranek,
94300 Kota Samarahan,
Kuching, Sarawak
Sir,

5 OCTOBER 2007

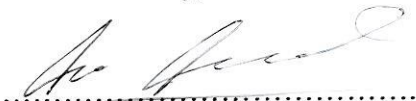
Letter of Submission for the Business Plan

On the behalf of our organization the **SOSA ALLIANCE MUSHROOM**, would like to inform that the proposal of our business has been finished on the 5 October 2007 .The project has been finished according to the rules and procedure that has been told.

2. Thus, we are ready to hand over the proposal of ETR 300. In which contain the business proposal about the produced and selling the oyster mushroom
3. Thus, we hope that in your behalf to accept our proposal and give a fair consideration on what our group has working on for this proposal.

Thank you,

Yours sincerely,



(AZ AZIZI BIN ABD AZIZ)

General Manager of **SOSA ALLIANCE MUSHROOM**

ACKNOWLEDGEMENT

First of all we would like express our gratitude for those who has played their role in making our ETR 300 project paper a success and had finished this business simulation project at the exact time. In which we also express our gratitude for our own group members who make this task a success and put a hard effort to finish this project. In which we has to face many problems to finish the project.

Apart from that we would like express our gratitude to our ETR 300 lecturer, Mr Mohd Sapawi. He has played a most important role in our project paper. In which he has contribute many important idea to make our ETR 300 up to the standard. He also has helped us to solve our problem regarding all the important aspect we did not see or we cannot understand. Without his advice we may not be able to finish this project.

Also thanks to MARDI centre staft because their give more information about this project. Not forget thanks to Mr Adul Raub, Mr Alba and the Hartarim Bhd owner because he also gives us more information about this project.

Not to forget we would like to express our appreciations to our friends. Even though we were not doing the same project, they also with their helping hand, helped us by giving us the information that we are needed to finish the project. Apart from that most of them give us a support we would like to thank other lecturer. Even though the other lecturer is not teaching ETR however they have given us a consideration to finish this project.

INTRODUCTION

About the oyster mushroom

Scientific Name	: <i>Pleurotus ostreatus</i>
Grown In	: Singapore Mycofarm
Category	: Gourmet
Availability	: Year round
Colour	: Pale white (white oyster) to greyish bluish-black (Hiratake) in colour
Shape	: Harvested young in small bouquets
Size	: 5mm to 60mm diameter (cap), stem
Varieties	: White, Grey, Black (Hiratake)



General Information

Mushrooms contain more protein than most vegetables, as well as vitamin E and selenium, which help maintain healthy skin and hair protect against heart disease. They also boost immunity and have anticarcinogenic properties. Shiitake mushrooms specifically boost immunity, the reishi variety combat high blood pressure and liver disease.

Nutritional Information

Protein	: 10-30%
Vitamin C	: 30-144mg/100g
Niacin	: 109mg/100g
Folic Acid	: 65mg/100g
High in Potassium	: 306mg/100g

