



**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**DIPLOMA IN PLANTING INDUSTRIAL MANAGEMENT ( AT110 )**

**NOVEMBER 2012 – APRIL 2013**

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**KEPADA SESIAPA YANG BERKENAAN**

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **AT110 – Diploma Pengurusan Ladang** untuk membuat satu kertas projek bagi kod kursus **ENT300 – Fundamentals Of Entrepreneurship**.

2. Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Sernua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

3. Sila hubungi Penyelia Projek, **Encik Johari bin Abdullah** di talian, **(0109668869)** sekiranya pihak tuan/puan ingin mendapat maklumat lanjut berkaitan perkara di atas.

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

**‘ BERSATU BERUSAHA BERBAKTI ‘**

Sekian.

Yang benar



**WAN FAKHRURRAZI BIN WAN DAHALAN**  
Pegawai Eksekutif  
Bahagian Hal Ehwal Akademik  
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## **EXECUTIVE SUMMARY**

The name of our company is "MAD OVER DONUTS". The business is in the form of partnership, which consists of five members. Each partner contributes certain amount of capital as agreed in our agreement. Our business activity focuses on providing the product and services based on our product; donut. Our company is located at Desa Ilmu, Kota Samarahan.

All partners are entitled to participate in the business management and have all agreed that Tarien Anak Kasi as our General Manager, Joanna Julan Elli as our Marketing Manager, Abang Mohammad Bin Abang Marzuki as our Administration Manager, Anna Hului as our Operational Manager and Dayang Nurul Ain Binti Awang Puting as our Financial Manager.

The team is lead by the General Manager and assisted by other managers. The General Manager is responsible in planning, organizing, leading and controlling the business.

The Administration Manager is then responsible for the job related to administration such as planning and arranging the remuneration schedule of wages, salary and day of work or shift of the workers.

Besides, the Financial Manager will handle financial matters such as preparing budgets and financial statements for the expenses of each department.

Moreover, the Marketing Manager is responsible for preparing the marketing plan such as identifying the targeted market, determining the market size, competitors, market share, developing sales forecast and marketing strategies.

Lastly, the Operation Manager will control and monitor our business. All workers that work in our company will be supervised by this Operational Manager. This act will produce quality control and productivity to our company.



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## **INTRODUCTION OF BUSINESS PLAN**

### **COMPANY NAME**

The name of our company is "MAD OVER DONUTS". Basically, we chose this name to attract the customers. The name will trigger the curiosity of the customers to find out what kind of services we will provide for them. Thus, we chose the name and try our very best not to be cliché in our business to satisfy the demand of our customers. It is our main priority to provide the best quality and standard services to our customers.

### **NATURE OF THE BUSINESS**

In our business, we had to choose the partnership as our nature of business in order to ensure all of us are active and together in developing the business. Here are the reasons why we chose partnership:

- ❖ Sharing the ideas and knowledge from the other partnership.
- ❖ Able to reduce the loss, risks and liabilities of owners which are distributed to all the shareholders.
- ❖ Avoiding from dictatorship of leadership.