



FACULTY OF PLANTATION AND AGROTECHNOLOGY

DIPLOMA IN PLANTING INDUSTRY MANAGEMENT

FUNDAMENTALS OF ENTREPREUNERSHIP

SARAWAK JERSEY EMPIRE

MEMBERS:

1. PHILWHELAN ANAK BATANG (2014650858)
2. MUHAMMAD BIN ABDULLAH (2014826906)
3. SERIN ANAK SUDIN (2014696556)
4. ROYSTON ATONG ANAK ENTRI (2014821068)

PREPARED FOR:

SIR AHMAD FAISAL BIN MAHDI

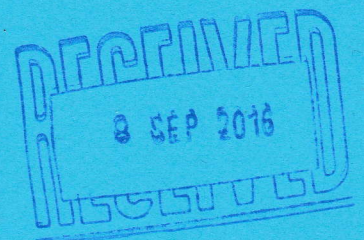


TABLE OF CONTENTS

ASPECTS	PAGES
Submission letter	4-5
Agreement letter	6-7
Acknowledgement	8
Executive summary	9
INTRODUCTION	10
Introduction to business	11-13
i. Name of company	
ii. Nature of business	
iii. Industry profile	
iv. Date of the business commencement	
v. Factor of selecting the business	
vi. Future prospect	
vii. Purposed of business	
Company background	14-15
Logo	16
Partner profile and Contribution	17-21
Location	22
INTRODUCTION OF MARKETING PLAN	23
Marketing objective	24
Services and products description	25-26
Target market	27
Market segmentation	29-30
Market size	31-32
Market competition	33-34
Market share	35-37
Sales forecast	38
Marketing strategies	39-45
Marketing budget	46
INTRODUCTION OF OPERATION PLAN	47
Operation objectives	48
Operation manager functions	49
Organizational chart	50
Operation hour	51
Business hour	52
Manpower planning	53
Job description	54
Schedule of remuneration	55
Symbols used in flow chart	56
Customers services process	57-59
Attire and daily routines	60
Operational layout	61-63
Production planning	64

SUBMISSION LETTER

Diploma in Planting Industry Management,
Universiti Teknologi Mara,
Sarawak Branch,
Mukah Campus.

Sir Ahmad Faisal Bin Mahdi,
Lecturer of ENT300,
Universiti Teknologi Mara,
Sarawak Branch,
Mukah Campus.

23rd July 2016

Sir,

Submission letter of Business Plan Proposal (ENT300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT300 subject.

This business plan was completed according to the guidelines and requirements given according to our syllabus. This business plan also constructed to serve as a blueprint and guide for a proposal business venture which covers administration, marketing, operation and financial aspects.

We hope that this business plan that we proposed does fulfil your requirement. Any mistake or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analysing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

EXECUTIVE SUMMARY

Sarawak Jersey Empire is a jersey shop that operated in Mukah, Sarawak. The business is based on partnership that consist of four partners, where they are sharing the same interest and passion in sport. The four partners are consist of general manager/administrative manager, operation manager, marketing manager, and financial manager. This is a new kind of business that comes up with a creative idea of providing costumer with the fair and affordable price with a better services on the printing.

In order to establish this business plan, all four major aspects of the plan including administrative, operational, marketing and financial planning have to be taken into consideration. This is important for any establishment of a business plan because it can help to predict the progress of the business, to forecast success and build strategy in marketing.

Sarawak Jersey Empire is business mainly based on selling jersey and printing service. Mostly, we has import the jersey from other country. The brand that we often choose are KOOL, WARRIX, EUREKA, ADIDAS, NIKE and PUMA.

Our target market are citizen of Mukah, UiTM and Politeknik students that come from intermediate and high income citizen that interested in collecting jersey. Usually, UiTM and Politeknik students more interested in making jersey for their own team because in Mukah, there is a lot of tournament that they can participate in.

INTRODUCTION OF BUSINESS

The business plan of Sarawak Jersey Empire is proposed so that it can be taken by comprehensive manner. This business plan gives us the opportunity to assess on the business industry in the future. We decide to form partnership business which we can spend our interest in sport industry. The business is consist of four shareholders.

All the shareholders had agreed as started in the agreement letter that mentioned about the capital, contribution, loss and profit of business. We choose this business because it shows the equity and no one will discriminated as the profit or losses are equally divided as started ratio and the financial manager will announce whether the business will gain how much profit or loss by the end of the year sales.

To conclude this business, the partnership is an excellent option for us to take part in because the shareholder will always sharing the ideas and knowledge in order to gain profit and archive high productive from time to time.