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DIPLOMA IN PUBLIC ADMINISTRATION

5A



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**KEPADA SESIAPA YANG BERKENAAN**

Tuan,

Sukacita dimaklumkan bahawa pelajar-pelajar yang tersenarai namanya di bawah adalah pelajar Kursus Diploma Pentadbiran Awam di Universiti Teknologi MARA, Kampus Alor Gajah Melaka. Mereka telah ditugaskan untuk membuat penyelidikan sebagai memenuhi syarat matapelajaran ETR 300 Asas Keusahawanan

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Sukacita saya sekiranya dapat tuan membantu mereka dengan maklumat-maklumat yang berkaitan untuk menjayakan projek kajian mereka. Segala maklumat yang diperolehi akan digunakan semata-mata untuk tujuan akademik dan tidak akan disebarikan kepada umum.

Kerjasama tuan saya dahului dengan ucapan ribuan terima kasih.

Sekian.

Yang benar,

**ROZALLI HASHIM**  
Ketua Kursus DPA  
UiTM Kampus Alor Gajah Melaka  
b/p Provos

## **INTRODUCTION**

Due to the responsibilities that been given to us, we as a business consultant have come out with this business proposal. The business that we suggest to you is based on the capital of RM50,000.

In this business proposal, we have suggested clearly about the administration, marketing, operational and financial plans.

In administration plan it stated about workers welfare and business administration. While, in marketing plan it will give you ideas on how to promote the product and attract customers. In operational, there are suggestion about how the company use the sources to produce a quality product. To know more about loss and profit of the business and on how to use limited capital which is RM50,000 to implement the business, you can refer to the financial plan.

Finally, you should notice that either loss or profit is normal situation that been faced by entrepreneur. The important thing is the business can give a good and excellent service to the customer and also always try to come out with new ideas.

## **DETAILS OF BUSINESS**

After we done a market survey, we decided to suggest for you to make a cafeteria that produce food, drinks and beverages made from fruits. So, we suggest to you to produce food from Tropicana fruits such as pineapple, banana, papaya and others. We suggest food from Tropicana fruits because all the fruit are well known and easy to get instead of promoting local fruits.

We suggest for you this business because we want you to make different cafeteria from others. This is because, the cafeteria, which were already exist, normally will specify it concept of food. For example, the *Deli' France* cafeteria had already specific to a Western concept and *Sushi* cafeteria had specific to Japanese concept. But, this fruit cafeteria do not specific its concept. It will produce any kind of food whether the Western, Japanese, Malay, Indian, Chinese or Italian styles.

However, in this report proposal, we suggest you to produce food from pineapple fruits. This is because, the pineapple fruits is easy to get and it do not have season. Besides that, the pineapple fruits can make many kind of food. Therefore, we suggest to you to named the business as **Pineapple De' Café.**

# TABLE OF CONTENTS



## **BUSINESS PLAN**



### **SUGGESTED ADMINISTRATION PLAN**



### **SUGGESTED MARKETING PLAN**



### **SUGGESTED OPERATIONAL PLAN**



### **SUGGESTED FINANCIAL PLAN**



## **APPENDIX**