



**UNIVERSITI TEKNOLOGI MARA SARAWAK  
KOTA SAMARAHAN**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**

**SYARIKAT JANAZATA**

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# SYARIKAT JANAZATA

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## EXECUTIVE SUMMARY

We named our business as "Syarikat Janazata" where we provide the various services related to Islamic funeral management. The service featured is dead body cleaning, *kafan* process or it can be imagined as wrapping the dead body after cleaning process and grave digging services. Instead, we provide the name sticker printing for *Yassin* books and grave yard cleaning. We also collaborate with Jabatan Agama Islam Sarawak or in shortly called as JAIS to organize funeral management course.

Our priority is to give the fullest satisfaction to our customer by giving the best service. Also not forgot the dead body itself because in Islam, although the body was considered dead, the body can still sense the surroundings. So the dead body deserves the 'best service' before being buried forever.

We are divided into four main administrative. Administrative Manager that also hold the responsibility as General Manager, Marketing Manger in charge in marketing strategy, Operation Manager who in charge in operation and working duty and lastly Financial manager that ensure the flow of money is recorded correctly.

We ventured this business because not many people ventured in Islamic Funeral management due to strict rules regarding dead body management in Islam. In Kuching area, there is only one organization that manages the funeral management services that is Lembaga Amanah Kemajuan Masjid Negeri Sarawak (LAKMNS). The fact that the dead person happens four to seven peoples per day where LAKMNS cannot handle all of this by themselves. This made us to establish another company that provide similar services to it. Then, this type of business are long term because we are dealing with dead people every day, so, the demand for this service never decline but keep increasing through time.



**ADMINISTRATION OBJECTIVES**

1. To ensure the good and high quality of services to satisfy the customer's needs
2. To improve our business in terms of quality of services offered to achieve the mission and vision of company.
3. To ensure all management operate according to the task given to them.
4. To ensure the facilities and equipment for managements and staffs are complete.
5. Enhance the management systems to achieve the customer's satisfaction.



## INTRODUCTION

The marketing concept rest on the philosophy that all marketing activities must satisfy customer need and wants and also creates need with fulfil the demands in the markets. A **marketing plan** is written document that details the necessary action to achieve one or more marketing objectives. It can be for a product or service, a brand, or a product line. Marketing plan coverage is between one to three years. A marketing plan may be part of an overall business plan. Solid marketing strategy is the foundation of a well-written marketing plan. While a marketing plan contains a list of actions, a marketing plan without a sound strategic foundation is of little use.

Marketing scope not only on customers it include spearheading a wide variety of activities, functions and roles that ultimately lead to deeper market penetration, increase in prospect's awareness and eventually growth in revenues and sales. Marketing is an important field that drives a company's business growth through the application of marketing strategies and principles. Regardless of the size of a company business entity, marketing can be the one that makes or breaks a business. Good marketing plan and strategies are use to convincing and to secure business loan from the financial institutions.

Therefore, marketing helps to evaluate market acceptance in particular place, and give result for a business acceptance. Other than that, marketing also helps in developing strategies to market product or services in the business, here it refer to introduction for product or services to customers so they would recognize and known what products or services that particular business did. These marketing include advertising selling, promotions and market the product or service offer for users.

As a result, a good marketing plan is important in sense of satisfying the customer's need and wants and how are we to handle the suppliers of our product and services to fulfil the demand of the market.