

ACKNOWLEDGEMENT



UNIVERSITI TEKNOLOGI MARA

**FACULTY HOTEL AND TOURISM MANAGEMENT
DIPLOMA IN TOURISM MANAGEMENT**

(ENT300)

ENTREPRENEURSHIP

BUSINESS PLAN

UNIQUETIE EVENT PLANNER

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2016

ACKNOWLEDGEMENT

Alhamdulillah to the Almighty for giving us the strength and patience to complete this assignment. We would like to express our gratitude to everyone that involve in helping us to complete the assignment given to us.

Firstly, we would like to thank the authority of University Technology Mara (UiTM) for providing us with a good environment and facilities to complete this assignment. Besides that, we really appreciate all the helps, advisors and information which given by our lecturer, Madam Jasmine Vivienne Andrew. Without her support, maybe we may not able to solve problem during the process until we finish the assignment successfully.

In addition, our group would like to take this opportunity to thanks those of our friend who helped us and giving some guide and information to complete this assignment.

Last but not least, thousands of thanks we would like to express to our group member for the cooperation given to this group and without the cooperation and tolerance between the group members, we could not finish this assignment.

CONTENTS

ACKNOWLEDGEMENT

1.1 INTRODUCTION OF COMPANY

1.1.1 EXECUTIVE SUMMARY

1.1.2 DETAILS OF COMPANY

1.1.3 PURPOSE

2.1 COMPANY BACKGROUND

2.1.1 BACKGROUND OF THE BUSINESS

3.1 PARTNERSHIP BACKGROUND

3.1.1 PARTNERSHIP DETAILS

4.1 LOCATION OF THE BUSINESS

5.1 ADMINISTRATION PLAN

5.1.1 INTRODUCTION

5.1.2 ORGANIZATIONAL CHART

5.1.3 MANPOWER PLANNING

5.1.4 SCHEDULE OF TASK RESPONSIBILITIES

5.1.5 SCHEDULE OF REMUNERATION

5.1.6 LIST OF OFFICE EQUIPMENTS

5.1.7 ADMINISTRATIONS BUDGET

6.1 MARKETING PLAN

6.1.1 PRODUCT OR SERVICE DESCRIPTION

6.1.2 TARGET MARKET

6.1.3 MARKET SIZE

6.1.4 MARKET SHARE

6.1.5 SALES FORECAST

6.1.6 COMPETITORS

6.1.7 MARKETING STRATEGIES

6.1.8 RELATIONSHIP WITH CUSTOMERS

6.1.9 MARKETING BUDGET

7.1 OPERATION PLAN

7.1.1 INTRODUCTION

7.1.2 OPERATION OBJECTIVE

7.1.3 OPERATION AND BUSINESS HOURS

7.1.4 PROCESS FLOW CHART

7.1.5 PRODUCTION SCHEDULE

7.1.6 MATERIAL REQUIREMENTS

7.1.7 MANPOWER REQUIREMENTS

7.1.8 MACHINE AND EQUIPMENT

7.1.9 OPERATIONS LAYOUT PLAN

7.1.10 LOCATION

7.1.11 OPERATIONS OVERHEADS

7.1.12 OPERATIONS BUDGET

8.1 FINANCIAL PLAN

8.1.1 INTRODUCTION

8.1.2 OBJECTIVE

8.1.3 PROJECT IMPLEMENTATION COST

8.1.4 THE PROCESS OF DEVELOPING A FINANCIAL PLAN

8.1.5 SOURCES OF FINANCE

8.1.6 PRO FORMA CASH FLOW STATEMENT

8.1.7 PRO FORMA INCOME STATEMENT

8.1.8 PRO FORMA BALANCE SHEET

8.1.9 FINANCIAL ANALYSIS

9.0 CONCLUSION

10.0 APPENDIX

1.1 INTRODUCTION OF COMPANY

1.1.1 EXECUTIVE SUMMARY

The Uniquetie Sdn Berhad is a small event planning company. Uniquetie Sdn Berhad offer consultation services for customers and to help the customers to plan their own event and also offer service for product launching event, wedding event, birthday event or other related party event.

This company's market potential are UNIQUETIE Event Planner Sdn.Bhd will be known around Sabah and keep growing in Kota Kinabalu for its service which is fulfill the customer needs and wants.

This company is managed and operated by the owners. The founder of this company leads the company and acts as both manager and worker. The development of the company is determined by the owner and decision making mostly done by the owner.

Uniquetie Sdn Berhad objective was to be the best event planning specialists, produce the same quality results every time and to develop a sustainable and profitable start-up business.

The mission of this company is to create a service to exceed customers' expectations and to be the best choice of customers by helping to ease their event planning burden. Because of that, UNIQUETIE Event Planner creates an application for smartphone user or even a web site to book their event.

The company project cost about RM 200,000 and the company expected to get return RM400,000 within two years.