



**UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF SCIENCE ADMINISTRATION  
AND POLICY STUDIES  
DIPLOMA IN PUBLIC ADMINISTRATION**

**(ENT300)  
FUNDAMENTAL OF ENTREPRENEURSHIP**

**BUSINESS PLAN  
ONE VILLAGE CENTRE**

**PREPARED BY:**

<b>NURNABILAH BERHAMAN</b>	<b>2014697856</b>
<b>ARYANIE JUMAT</b>	<b>2014464756</b>
<b>ABDUL HARIZ BIN FARMAN</b>	<b>2014847972</b>
<b>CLAUDIA APRIL RONNIE</b>	<b>2014483738</b>
<b>MATHILDA ESDONEY CONDRAD</b>	<b>2014261054</b>

## 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.

## 2.2 Purpose of business

1. One Village Sdn Bhd is to act as guidelines to manage our upcoming risk that going to be faced in the future.
2. Our Management covers the F&B operations of fine dining, cost controls, Membership relationships, Board of Director Policies and Financial Institutions thoroughly.
3. With capital amounting RM 500 000 000, loan from Maybank, we are able to open a business based on tourism which based on Sabah itself.
4. One Village is a recreation centre which provides opportunities for recreation, fitness, relaxation and personal development.
5. From this purpose, it also to helps workers to understand the business's goals and Objectives and give guidelines to them regarding their job duties and responsibilities, thus strive for high level performance of the actual planning of the business.
6. It is not only as guidelines for the company but also a reference for the future shareholders.

## 2.6 ADMINISTRATIVE PLAN

### Introduction to the organisation

- Our company provides a variety of services to ensure the satisfaction of the customers and achieved the vision and mission of the company. All the services that are provided are organised and managed by a different manager and department in the business. We have General Manager, Financial Manager, Marketing Manager, Administrative Manager and Operational Manager. They having a different roles and purpose in the company to ensure the company giving the best services and maintain all the good feedback from the customers and improvement of the company. Every and each employee who holds the position as a manager has their own schedule of Task & Responsibilities.

### Vision

- To create a conducive recreation centre with a lot of assortment amenities to make your visit enjoyable.

### Mission

- Strive for excellent performance beyond customer expectations.

### Objective

- To ensure all the different department and management inside the company doing they task and responsibilities according to the services that are provided to the customers.
- To meet the responsive goal inside of the company have been identified.
- To ensure the task developments of staff goal of the company have been identified and achieved the target of efficient and effective services.
- To ensure the administrative implications meet their objectives.
- To identify the plan improvements on an on-going basis.



## **Introduction of Operational Plan:**

In operational plan, it describe about the physical necessities of business operation such as business location, facilities and equipment. The process of operational plan depends on what kind of business that we need to do. For One Village Company, we are involved in recreational industry. So, our company needs to search a lot of information about fitness and health, Day Care manual, Span and Saloon services and food and beverages ( F & B) inventory suppliers, such description for the services we provided in our facilities in this recreation centre. It also thinks about operating plan as outline of the capital and expenses requirements to run our business from day to day. Our company needs to know the process of the manufacturing and delivering by producing our product in market. In operational plan consist of two stages which development section and production process section. For development section, it explains about how our services process. Production process consist of the detail information how our company operates the facilities that we provided daily. Finally, our company needs to fulfil all the above information to make sure the production of our company can archive the goal.

## **Objective of Operational Plan:**

- To create a service-based company this exceeds customers' expectations.
- To increase the number of customers by at least 20% per year through superior customer service and word-of mouth referrals.
- Have a clientele return rate of 90% by end of first year.
- Become an established community destination by end of first year.
- Educate the community on what the company has to offer.