



UNIVERSITI TEKNOLOGI MARA

DIPLOMA IN SCIENCE

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

MUSHROOM HOUSE ENTERPRISE

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CONTENT	Page
PREFERENCE	7
ACKNOWLEDGEMENT	8
Executive summary	9
Partnership Terms Agreement	10 -12
Loan Application	13
2.0 INTRODUCTION	14
2.1 Name of Company	14
2.2 Nature Of the Company	14
2.3 Industry Profile	15
2.4 Date Of Commencement	16
2.5 Factor In Selecting The Proposed Business	16
2.6 Future Prospect Of The Business	16
2.7 Business Plan Purpose	17
2.8 Business/ Company Backgrounds	18
2.9 Capital Of Contributions	19
2.10 Location Of Business	20-21
2.11 Logo And Description	22
2.12 Background Of Partners	23-27
3.0 ADMINISTRATION PLAN	28
3.1 Introduction	29
3.2 Vision And Mission	30
3.3 Administration Objective	30
3.4 Organization Strategies	31
3.5 Organization Chart	32
3.6 List Of Administration Personnel	32
3.7 Schedule Of Tasks And Responsibilities	33
3.8 Employment Benefits	34
3.9 Office Layout	35
3.10 Legend	36-37
3.11 Working Hour Schedule	37
3.12 Schedule Of Remuneration Designation	38
3.13 Partnership Contribution	39
3.14 List Of Office Equipment	40
3.15 List Of Supplier Of Office Equipment	41
3.16 Bill And Receipt	41
3.17 Administration Budget	42
4.0 Marketing Plan	43
4.1 Introduction To Marketing Plan	44
4.2 Marketing Objective	45

4.3 Marketing Concept	46-47
4.4 Market Analysis	48
4.5 Target Market	48
4.6 Market Size	49
4.7 Competitors	50
4.8 Strength And Weakness Of Competitors	51
4.9 Market Share	52-53
4.10 Sale Forecast	54-61
4.11 Market Strategy	62-68
4.12 Market Personnel	68
4.13 Market Budget	69
5.0 OPERATIONAL PLAN	70
5.1 introduction	71-72
5.2 Operation Strategy	73-74
5.3 The Process Operation	75-81
5.4 Process Of Flow Chart	82
5.5 Capacity Planning	83-86
5.6 Equipment And Material Required	87-89
5.7 List Of Operation Personnel	90-92
5.8 Operation Space Layout	93-95
5.9 Operation Budget	96
6.0 FINANCIAL PLAN	97
6.1 Introduction	98
6.2 Objective of Finance	98
6.3 Financial Plan Strategy	98
6.4 Source of Financial Information	99
6.5 The Importance of Financial Planning	99
6.6 Expenditure Budget	100-102
6.7 Sale and Purchase Projection	103
6.8 Project Implementation Cost	104-105
6.9 Depreciation Schedule	106-107
6.10 Cash Flow	108-109
6.11 Pro-Forma	110-111
6.12 Financial Performance	112
6.13 Financial Performance Graph	113-115
7.0 APPENDIX	116-135

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EXECUTIVE SUMMARY

Our company name is Mushroom House Enterprise. The business of our company has been decided on the form of partnerships. Each partner has contributed certain amount of capital as agreed in our agreement. Our main business activity is to plant and supply Cendawan Tiram kelabu.

All partners are encouraged and entitled to participate in all business management. We have agreed that Siti Noor Aziela binti Johari as the General Manager. The Marketing Manager is Rinah binti Muhajirin and Erra Fazerra binti Putling as the Operational Manager. Nurulain binti Norhaidie as the Administration Manager and Nuraidah binti Darwis as our Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the criteria of experience, skills and abilities.

The management team will be led by the General Manager and the other managers will help in other processes. The task and responsibilities of a General Manager are responsible in the process of controlling, leading, organizing as well as plan the entire business. The marketing manager will be responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. Meanwhile, the Operation Manager is responsible to the operation of the business as a whole. The Operation Manager will supervise, coordinate and make sure the operation of the business is running smoothly.

The Administrative Manager will be responsible in doing for all jobs relating to office administration business. This includes the process of selecting the staff, hiring staff, remuneration schedule of salary and wages and also planning the fringe benefits for the staff. Lastly, the Financial Manager will be accountable to handle the financial matters such as preparing the budget, financial statement for expenses, controlling the flow of the money of the organization and also preparing account statement at the end of the accounting period for auditing purposes.