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INVESTMENT MANAGEMENT ECONOMICS MARKETING TECHNOLOGY

MERDEKA

EKONOMI 2021

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Than We Really Are?

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To Online
Or Not?

JEBAT
Si Maine Coon

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ENT300 GENERAL GUIDELINE *for* BUSINESS PLAN WRITING

(Part 1)

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It is agreed that the content of the business plan will be the main selling point in order to convince readers, but the overall structure and look of the business plan are equally important. The readers will be distracted by unpleasant look and presentation of the pages shown. Discussed below are among the matters that must be taken care of in order to produce a good business plan.

a. Cover page.

The cover page must be displayed professionally in terms of the layout, color as well as font type and font size. There must be the company's name and logo. Do not put your university's logo, your identification numbers, program that you study or your lecturer's name.

Other required details are the address (optional but recommended, together with office phone number or email address), tagline or motto (if any), partner's name and the date.

The type of paper to use, if possible is the one without fancy pattern. Pastel and soft colour papers are highly recommended. In terms of sequence of partners' name, you may opt to rank the name of the General Manager to appear first, then followed by the second in the rank and so on. Otherwise, you may write the partners' name in alphabetical order.

Do not forget to write the words 'business plan' or 'working paper' as to emphasize the content.



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Figure 3: Recommended Table of Content (extract)

d. Tables and Figures.

Having tables and figures will be helpful in delivering the intended content effectively to the readers. But, you must ensure it is labelled correctly.

e. Page Background.

Background is an option. You can decide not to use it. If you do, the background must not be too striking or stand out whereby it conceals the wordings due to bad choice of colour and style. It is common for you to have the company's logo as a page background but make sure it will not distract the readers. Instead, you can just put company's logo as the header of the page.

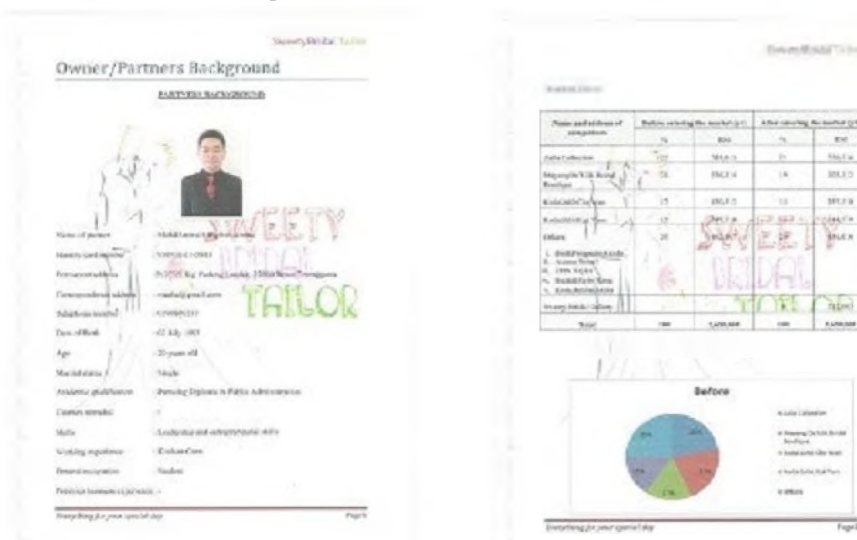


Figure 4: Example of Overshadow Page Background

f. Executive Summary.

Presentable executive summary is one page at maximum. But most executive readers will prefer half-compact-page of executive summary that covers a brief introduction of the company, the product and services, project cost and future prospect as well as the potential of the business. Executive Summary should be prepared when the business plan is completed. It should be the last section to write.

g. Partner's Background.

Brief information about partners is important as it will portray the ability and credibility that may add some values to the overall perception and judgment of the readers. Make sure not to state any false information. The background must be the real information about partners.

The photos presented, if any, must be the formal passport format with formal or smart casual attire. This actually will deliver a sense of professionalism and determination.



Figure 5: Improper and Recommended Photos

Email address used for business purposes is highly recommended to look and sound professional. Avoid using a name of cartoon characters, negative and inappropriate words as your email's name. The same goes to the address of your website, Facebook account, any other social network or anything else related to the business. It is recommended to have one single official email address for your company. The same practice is also encouraged for social networking.

e.g. of inappropriate email's name:

misswhy_missing90@yahoo.com, budak_sk8ter93@yahoo.com

If the partner does not have any work experience for example, avoid making it too obvious. It is not necessary to mention it to the reader. This kind of statement; 'Working experience: None' must be avoided. The skills mentioned must be related to the nature of your business.

e.g. Relevant skill- selling skill, interpersonal skill, communication skill

e.g. Irrelevant skill- language skill, writing skill, telephonist skill

To be continued...



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