



UNIVERSITI TEKNOLOGI MARA
CAWANGAN SABAH

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

"DATABASE EDUCATION ENTERPRISE"

FACULTY OF HOTEL & TOURISM MANAGEMENT
HM1115A1

PREPARED BY :

MOHD ADLIE AFIQ BIN ISMAIL	2012108451
ABDUL FARIS BIN JAINAL	2012388385
DONNA BERNADETTE PETER	2012542069
STELLA MILAH	2012933149
FARAH ADILAH BINTI MADLAN	2012131319

PREPARED FOR :
DG KASIMAH BINTI AG BUDIN

ACKNOWLEDGEMENT

Assalamualaikum w.b.t, firstly we would like to thank Allah S.W.T because we are finally completed our group assignment. We are deeply indebted to our beloved lecturer, Madam DG Kamisah Binti AG Budin who always helps and leading us in order to improve and increase our knowledge regarding to the entrepreneurship and also assists us in finishing this business plan also our assignment. Next, we would like to thank all the group members that had always been dedicated in generating ideas, making this assignment and also succesful in finishing it no matter how hard it is. Without every member efforts in doing this assignment it would be hard for us to completed it. Everyone of us has give a lot of commitment and been sacrifice their times to finished this task that given to us. Last but not least, our deeply grateful and acknowledgements to our families for providing and reserved us some financial support in buy any things that we need in order to make this assignment success.

TABLE OF CONTENT

	Contents	Page
	Executive Summary	
1.0	Introduction	3
2.0	Purpose	4
3.0	Company background	5
	3.1 Logo	6
4.0	Partners background	7-11
	4.1 Partnership agreement	12-15
5.0	Location of business	16
	5.1 Layout plan	17
	5.2 Advantages	18
6.0	Marketing plan	19
	6.1 Service description	19-20
	6.2 Target Market	21-22
	6.3 Market size	23
	6.4 Competition	24
	6.5 Market share	25
	6.6 Sales forecast	26-27
	6.7 Marketing strategy and budget	28-35
	6.8 Marketing budget	36
7.0	Operations plan	37
	7.1 Operation Planning	37
	7.2 Operations Layout	38
	7.3 Service Plannig	39-40
	7.4 Material Planning	41-41
	7.5 Machines and equipment planning	43
	7.6 Manpower planning	44-45
	7.7 Overheads requirement	46
	7.8 Location	47
	7.9 Business and operations hours	48
	7.10 Licence, permits and regulations required	49
	7.11 Operations budget	50
	7.12 Implementation schedule	51
8.0	Organizational plan	52
	8.1 Vision	52
	8.2 Mission	52

	8.3 Objectives	52
	8.4 Organizational Structure	53
	8.5 Organizational Chart	54
	8.6 Schedule Of Task & Responsibility	55
	8.7 Employee Incentive Scheme	56
	8.8 List Of Office Equipment	57
	8.9 Administration Budget	58
	8.9 Schedule Of Remuneration	59
9.0	Financial Plan	60
	9.1 Project implementation cost	61
	9.2 Sources of financing	62
	9.3 Pro forma cash flow statement	63-64
	9.4 Pro forma income statement	64
	9.5 Pro forma balance sheet	65
	9.6 Financial Analysis	66-71
	9.7 Budget	72-74
	9.8 Depreciation schedule	75-75
	9.9 Loan repayment schedule	77
	9.10 Sales and purchases projection	78-79
1.0	Appendices	80-92

Executive Summary

1.0 Introduction

Database Education Enterprise is located in shoplots. The exact address is on the Jalan Sulaman, Kota Kinabalu, Sabah. We are expecting a good feedback of our business as it is new to enter the market. There are no specific customers for our product, everybody can use our services without hesitation. The location that we actually choose is packed with students from various institutions and working people. Other than that, the walk ins customers must be attracted with the great service and hospitality.

Although the service we provide is relatively new, we are really sure with the customer who use the service will be satisfied with the quality and outcome. Niche of the business will be the services we provide. Customers are eager to try new knowledge.

We are using the finest material and sources for our lovely customers. Each staff of our business are qualified with accreditations and certifications. In terms of legal laws, we adhere the trading licensing from the state municipal.