



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF SPORT SCIENCE AND RECREATION

DIPLOMA IN SPORT STUDIES

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

TITLE:

A&N SURPRISE DELIVERY

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DATE OF SUBMISSION:

16TH JULY 2021

LETTER OF SUBMISSION

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16 JULY 2021

Madam Siti Fahazarina binti Hazudin,
Lecturer of Fundamentals of Entrepreneurship (ENT300),
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26400 Pahang.

Sir/Madam,

Submission of the Business Plan (ENT 300)

Attached herewith is our business plan title “**A&N SURPRISE DELIVERY**”. This is to fulfil the subject of ENT300 requirements.

Thank you,
Yours sincerely,

alifasyamimi

.....

NIK ALIFA SYAMIMI BINTI MAT HUSSIN
General Manager

ACKNOWLEDGEMENT

First, alhamdulillah praises and thank to Allah S.W.T. for His blessing that giving the opportunity to me to use my brains and my body to finish this project.

I would like to say thank you to our beloved lecturer for this course which is Madam Siti Fahazarina binti Hazudin who gave the opportunity to us to do this business plan project. Her motivation to teach her students despite of this pandemic always impressed me. Even though she tired because always checking her students, she always giving 100% commitment towards the teaching. By doing this project, we gain a lot of new knowledge especially in business field, about how to manage this business by having an administration plan, marketing plan, operation plan, and financial plan. Thank you, madam. I am also wanting to say thank you to my groupmate, family, and parents that help our and giving a lot of encouragement to finish this business plan project within the submission date.

We also want to take this opportunity to say thank you for all people who are involve in this project, especially my groupmate because without the idea that be given by them, maybe we could not finish this project on time.

We would like to thank our family members that always support us and giving us an affection and love, because without all of this we maybe could not finish this project.

Thank you,

alifasyamimi

(NIK ALIFA SYAMIMI BINTI MAT HUSSIN)

GENERAL MANAGER,

A&N SURPRISE DELIVERY.

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EXECUTIVE SUMMARY

A&N Surprise Delivery is one of the business that be build by a friendship of four person which is Alifa, Ain, Ara, and Nik. The idea of this name comes the first letter of our names. At first, it is quite hard to stay in this business field, but as time goes on, we finally can adapt to the situation, and when the problems come, we can overcome it.

Administration plan is the plan that the company use to provide a good control of employee and could maintaining the business routine into the top phase everyday while the employee did not get too much stress. In administration plan, the employee will be provided with information and instruction to continue doing the operation. For our shop, we have about five managers that have their own responsibilities to ensure that the company be one of the best companies in Malaysia, and the business will run smoothly. For our company, we also have a good office furniture to help the employee do their work smoothly without any interference.

For Marketing plan, A&N Surprise Delivery will be leading as the surprise delivery services in Jengka, Pahang with a rapidly developing consumer and growing customer based. The signature of our shop is to always consider our customer first, for example giving the affordable price, customers can customize their own design, and always giving some free gifts for every purchases. Other than that, our shop also serves the high-quality product. Certain surprise delivery shop did not offer the convenience of services. Furthermore, our marketing plan always working hard to achieve the objectives of our business.

To manage the business, the operation plans also plays an important role in ensuring that the business runs smoothly and continues to improve over time. Operational plans describe the facilities and equipment to make the business successful. Therefore, the operational plan must be done by a business from day to day to achieve the objectives of the business.

Nest, business will not run if there is no financial plan. Financial can be described as an operation budget, marketing to promote sales materials, and cost production. From the data, we will make the financial budget. The whole business will ensure the financial stability because we already provide the short term and long-term budget before starting this business.