



UNIVERSITI TEKNOLOGI MARA
DIPLOMA IN BANKING

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

BUSINESS PLAN : FERRY TALE FELICITY

PREPARED FOR :

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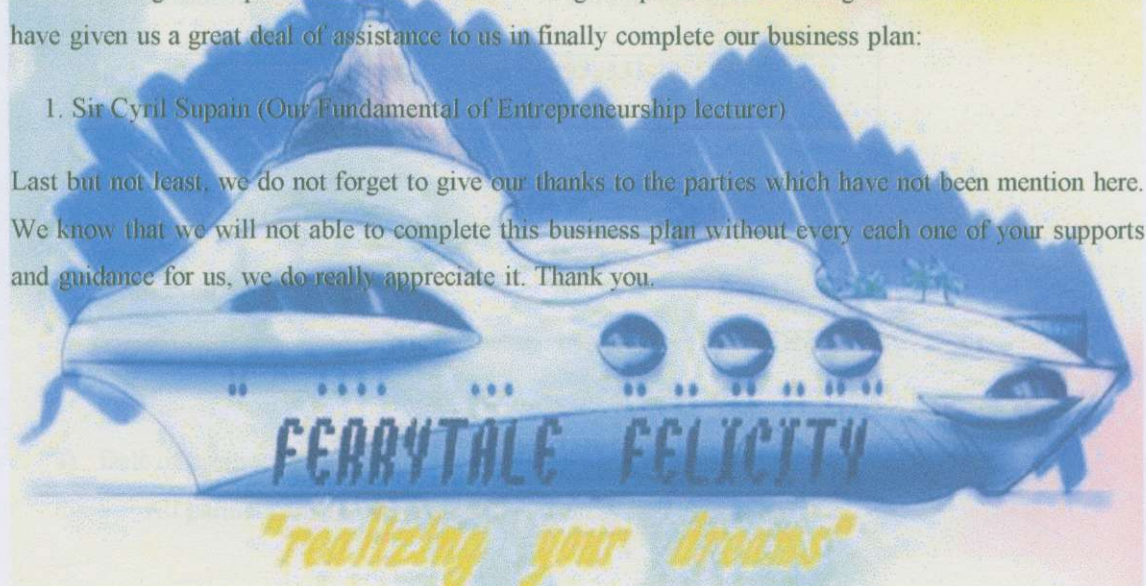
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3) Nature of business

- The nature of business that will be operated is transportation and restaurant facility

4) Cash and Fixed Asset Contribution

- Capital contribution for each partners for cash are based on ratio of 20% : 25% : 25% : 25%
- Table below show the amount of contribution for each partners.

1.0 INTRODUCTION

1.1 Executive Summary

Our company's name is Ferry Tale felicity and we are providing transportation and restaurant facility in the ship service to everyone, which are mostly tourism and local society that are interest to travel with our ship. Our business location is at, Kota Kinabalu Office R31, Jesselton Point Ferry Terminal, Kota Kinabalu Sabah. We perform a partnership business for this service. Each of us had our own tasks and responsibilities in every position, whereby General Manager is Nor Azidi bin mohd Azad, Administration Manager is also Nor Azidi bin Mohd Azad, Marketing Manager is Noor AnunSuhadabintiAlimudin, Operation Manager is AnnurimahbtRamly@amat, and Financial Manager is DgkuSitiNurafiqahRamizahbte Ag yussof. Each of this position is very important to ensure the business objective, vision and mission can be achieved. In this partnership business, we already make an agreement which is agreed by every member.

Apart from that, in our administration department we also have an incentive scheme for employees to encourage them to be more responsible and have high commitment in carrying out their job. We had offer incentive scheme like salary, employee's provident fund (EPF), Social Security Organization (SOCSO), emergency leave, bonus, annual leave, and maternity leave.

Besides that, we make a proper plan for each department to ensure the business objective can be achieved. Marketing plan involved the market size of the business, competitors, target market, and strategies in promoting business. The proper marketing plan will know and choose the best strategies to promote business with knowledge of how to excellently compete with other competitors. The strategies that we use to promote our business are through signboard, business cards, and also mass media like website.

Furthermore, we also make a proper operation plan which includes operation process planning, material planning, locations planning and so on. Overall function of the operation plan is to ensure that the resources can be allocated in effective and efficient ways to prevent wastage of resources. In additional, choosing the best location for operating business is also very important, because it will involves a lot of cost to the entire business.