



UNIVERSITI TEKNOLOGI MARA (UITM)
SABAH

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

PURPLE YAM ENTERPRISE

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Thank you.

You're sincerely,

NOR AZNIZAH ALIMAN

General Manager

We stated purple yam Enterprise as our company's name which will be operating in the future. This business is based on Partnership Business that consists of 4 members. We decided to produce yam flour which not yet produced in Malaysia.

According to our research and observation our country does not have our own flour industries. So that we are interested to build up this business to help our country to have our own flour industries. Since we always face shortage in flour especially during festive season, we hope our business can help to solve this problem.

Our company had chosen an organizational structure based on function. This kind of structure is very suitable with our type of business because it emphasizes the function specialist to perform task whereby each department has its own managers to supervise their own duties and responsibilities.

We stand our company with the mission which will influence our performance in any actions. Indeed we expect that we create this new product can use by the public. We are doing specialization in every department by making planning, organizing, leading and controlling. Apart from that, we try to put an extra effort in doing our tasks.

Therefore, to accomplish our business we try to doing proper management and the cooperation between employers and employees. We provide high quality product of yam flour. So, every department need to play their role that is requiring ensuring the business mission is achieve easily. Nevertheless, every department needs to give high performance and responsibility to ensure the performance under the target line to attain business successfully.

Apart from that, we are trying to fulfill our customers' wants by providing this kind of product. The research of demand size is important to identify the market scale. Collecting the information is important process in order to ensure the business run more effectively and efficiently.

On the other hand, we also use variety of channel to market our product to ensure our customer easy to find it. For example, we promote our product through the internet, supply it to the market, hotels, bakeries and we also do a promotion through internet, banner.

For any department, it is required an administration executive's function to ensure the proper management to the organization. This department responsible to manage the employers and employees' salary, bonuses, Employee Provident Fund (EPF), Social Security Organization (SOCSO) and other benefits that being provide to the employees. Furthermore, administration

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executive helps in ensuring that all the business runs with fully utilized the resources effectively and efficiently.

Proper management is very important in achieving the organization goals, mission and vision. This is because administration plays a role as planning, organizing, leading and controlling that influence the attainment of the organization itself. This is very crucial stage in administration in order to ensure the coordination in managing the business performance.

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Purple Yam Enterprise

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