



UNIVERSITI TEKNOLOGI MARA

KOTA SAMARAHAN

FUNDAMENATLS OF ENTREPRENEURSHIP (ENT300)

OYSTER MUSHROOM

PREPARED BY:

NORSHAZARINA BT SHAHRAN	2014682988
FARAH SHAHIRAH BT KAMRI	2014460914
NUR JANNAH BT ISMAIL	2014671224
MUHAMMAD AZIM B HAZAMI	2013444356
MIMIE SYAMSYNAR BT SAZALI	2014276082

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Diploma in Office Management and Technology
UiTM Sarawak, Samarahan Campus
Jalan Meranek
94200 Kota Samarahan
Sarawak

Puan Noraida Omar
Lecturer of ENT300
Universiti Teknologi Mara
Samarahan Campus
Jalan Meranek
94200 Kota Samarahan
Sarawak.

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Dear Madam,

SUBMISSION OF BUSINESS PLAN

As mentioned above, we hereby present in good faith, our business plan of 'Oyster Mushroom' for viewing as well as grading.

2. First of all, we would like to thank you for paying attention, guiding as well as cooperating with using the preparation of this business plan. Even though our team had suffered lack of cooperation, under constant pressure due to the serious lectures given had been an eye-opener for us as a motivation to do what must be done. It is hoped that your continuous charismatic characteristic in guiding your students should be continuously conducted.

3. Besides, we are also wanted to give thanks to the UiTM management team in providing us with the fundamentals of this course, of which has given us a clear perspective of the basis of the foundation of one's business. Upon completing this business plan, we realized that it is not that simple to open a business, although the business is perceived to be a simple one. We now know that it is not an easy task to

1.0 ACKNOWLEDGEMENT

It is our greatest gratitude acknowledge about how thankful we are to conduct and also submit this Business Plan. The Almighty God deserves the first and foremost credit from us, as we have been through countless hours researching and completing it.

We are glad that we are able to finish this task so that we can actually learn about the nature of entrepreneurship. Thus, we would like to give thanks to Madam Noraida. Being our lecturer, showing, assigning, lecturing, providing advice and recommendations are in their nature of teaching their fellow students. We would also like to give credits to those values show by Madam Noraida.

In completing this task, cooperation is an important thing. For that, we would like to thank our group members for their full support and commitment in completing this meticulous task. Thank you for the cooperation between the group members from the beginning until finishing of this task. Thank you also to our classmates which are BM1184B for their continuous support as well as their providence in the relevant information.

1.1 EXECUTIVE SUMMARY

The name of our company is the Oyster Mushroom. The business is in the form of an enterprise of which it consists of five members. Each partner contributes certain amount of capital as agreed in the agreement. The main business activity is breeding and supplying fresh oyster mushroom to retailers around Sarawak. We operate by making deals with retailers and supply oyster mushroom according to their needs.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that our General Manager is Norshazarina bt Shahran, Farah Shahirah bt Kamri as our Administrative Manager, Muhammad Azim bin Hazami as our Marketing Manager, Nur Jannah bt Ismail as our Operational Manager and Mimie Syamsynar bt Sazali as our Financial Manager. The selection of General Manager is based on the consensus among all the partners and selected based on the experiences, skills and abilities.

The management team will be led by the General Manager, and also assisted by other manager as well. The General Manager is responsible in planning, leading and controlling and organizing the business. The Administrative Manager is responsible for the job related to administration such as remuneration schedule of salary arrangements and planning. The Operation Manager is responsible for jobs related to operations, also will be supervise and coordinate the operation of the business. The Marketing Manager deals with the creation of marketing plan. Identify retailer's needs and demands, identify competitors, target market, market size and forecast the future market. Financial Manager is responsible for the financial matters of the company such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the company.