

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

COMPANY'S NAME :
HIMMEL WARTEN CO.

TYPE OF BUSINESS :
SERVICE EVENT PLANNER

BUSINESS ADDRESS :
WISMA INANAM, KK TAIPAN LAMA, 88670, INANAM, SABAH.

BUSINESS PARTER'S NAME :

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NOR AISAH BINTI JAPAR
SUSANNA BINTI MUSTAMIN
SITI NORASIKIN BINTI ALI SUTRA

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TABLE OF CONTENTS

CONTENTS	PAGE NUMBER
LETTER OF SUBMISSION	
ACKNOWLEDGEMENT	6
1.0 EXECUTIVE INTRODUCTION	
1.1 Executive Summary	8
1.2 Vision and Mission	9
2.0 BUSINESS PLAN PURPOSES	11
3.0 BUSINESS BACKGROUND	
3.1 Logo Description	13
3.2 Company/ Business Background	14
4.0 PARTNERS BACKGROUND	
4.1 Profile of General Manager	16
4.2 Profile of Administration Manager	16
4.3 Profile of Operational Manager	17
4.4 Profile of Marketing Manager	18
4.5 Profile of Financial Manager	19
5.0 PARTNERSHIP TERM AGREEMENT	21-24
6.0 LOCATION OF BUSINESS	26
7.0 ADMINISTRATION PLAN	
7.1 Introduction to The Organizational	28
7.1.1 Organization and Function	29
7.1.2 Address	30
7.1.3 Location Plan	31
7.1.4 Type of Building	32
7.2 Objective to The Business	
7.2.1 Organization's vision	33
7.2.2 Organization's mission	33
7.3 Strategies to The Business	34-35

7.4 Organization Structure and Chart	
7.4.1 Organization Structure	36
7.4.2 Organization Chart	37
7.5 List of Administration Personnel	38
7.6 Schedule of Task and Responsibilities	39-43
7.7 Working Hours	
7.7.1 Office Hour for Administration Manager	44
7.7.2 Business Hour	45
7.8 Schedule of Remuneration	46
7.9 Employees Incentive Scheme	47-48
7.10 List of Office Equipment	
7.10.1 Fixtures and Fittings	49
7.10.2 Stationeries (Yearly)	50
7.10.3 Contributing of Partners	51
7.11 Administration Budget	52
7.12 Plan of Administration Area	
7.12.1 Symbols and Description	53-55
8.0 MARKETING PLAN	
8.1 Introduction	57-58
8.2 Market Objectives	59
8.3 Flowchart of Marketing Process	60-61
8.4 Service Profile	62-70
8.5 Target Market	71
8.6 Market Segmentation	72-73
8.7 Market Trade	74
8.8 Market Size	
8.8.1 Strengths and Weaknesses of Competitor	75
8.9 Market Share	
8.9.1 Before Enter Market	76
8.9.2 After Enter Market	77
8.10 Sales Forecast	
8.10.1 Sales Forecast for Year 1	78
8.10.2 Total Sales Forecast for Year 1, Year 2, Year 3	79-80

1.1 EXECUTIVE SUMMARY

First of all, I would like to express our appreciation to Sir Cyril for all his efforts and guidance in order to helps our business plan success and able to show our capability to create a business.

I am Mohd Azlansah Bin Zulkifli as a representative of Himmel Warten Corporation would like to say thank you to everyone that involved in completing this business plan, especially to all my partners, together with me worked for this Business Plan. All of them are:

1) Nor Aisah Binti Japar

2) Susanna Binti Mustamin

3) Siti Norasikin Binti Ali Sutra

We already give the best effort in this business plan in order to make this business plan success. This is the best business plan idea that we had been choose for this assignment. Despite the cost of living may increase during the time, this kind of service will always exist in order to help people to create they event.

All of the mistakes, either directly or indirectly hope could be apologized because all of it is come from us. To our beloved sir Cyril, we hope you can enjoy yourself while looking at our business proposal.

After thinking for a while about this business plan, we think that this business can generate profits. This is because this business is very famous among couples, parents, and corporate peoples and it's still new in Sabah. We think through this kind of business we can generate more profit beside that we can show to peoples that our Bumiputra people also can success through their business.

We hope this business can be more success with cooperation from all partners and support from all customers. We welcome any recommendation or suggestion to improve this business plan.

1.2 MISSION AND VISION

1.2.1 Organization's Mission

Our organization's mission is to be become the most successful event planner in Sabah.

1.2.2 Organization's Visions

Our organization has several visions. The first is to improve our awareness among the customer in Sabah. We provide the customer with the sufficient services that they need and it is consistence with the payment given to us. We give what the customer need in order to satisfy the customer demand.

Second is to become well known event planner services in Sabah. Why we want to become well known event planner in Sabah because in Sabah there has a limited event planner in Sabah who provide variety types of event planner. In Sabah a lot of event planner who only can conduct one event only. For example event planner in Sabah is more specific in wedding planner.

Third is we also want to maintain a place in the mind of the public. We will give the best of our service to our customer. This is because if we give our best effort while doing our job the customer will remember us and he will came back to us if they have an event that they want to do.

The fourth is to ensure high level of satisfaction to the customer. Our company will try our best and work hard to the fullest in order to ensure the satisfaction of the customer.

The fourth mission is to ensure the services given have significant value added. Our company will make sure that our services given will be at the same level with the value that we charge of the customer.

Finally yet importantly, when our entire vision is come out together it will create a quality workforce.