



ENT300

FUNDAMENTAL OF ENTREPRENUERSHIP

De'Crepe Enterprise



Prepared for:

**Sir Ahmad Faisal Mahdi**

Prepared by:

1.	HAPISAH BINTI JUMA'AT	2014407712
2.	FATIMAH BINTI SARIF	2014661002
3.	NUR ATIKAH BINTI LATIP	2014443398
4.	NAZATUL IKMA BINTI MADI	2014608752
5.	NAZINORDINA BINTI BAKRI	2014210274
6.	IRA SHARMILLA BINTI ISMAIL	2014884358

Date of submission:

**9 September 2016**

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BANKING STUDIES

UITM MUKAH SARAWAK



**SUBMISSION LETTER**

DIPLOMA IN BANKING STUDIES,  
SEMESTER 5,  
Mara University of Technology (UITM) Sarawak,  
Mukah Campus,  
96400, Mukah,  
Sarawak.

9<sup>th</sup> September 2016

---

Sir Ahmad Faisal bin Mahdi,  
Entrepreneurship Lecturer (ENT 300),  
University Technology Mara (UITM),  
Mukah Campus,  
96400, Mukah,  
Sarawak.

Sir,

**RE: SUBMISSION OF BUSINESS PLAN REPORT**

With the mentioned above title, we had completed our Business Plan Report and we would like to submit it. The studies and research had been done according to the guidelines and procedures.

2 We really appreciate your kindness in guiding and advising us throughout this process of completing the business report, therefore, we would like to thank you. Without your guidance, we might not be able to be in the right track and produce a good proposal.

TABLE OF CONTENT	Pages
1.0 ACKNOWLEDGEMENT.....	1
1.1 EXECUTIVE SUMMARY.....	2
1.2 PARTNERSHIP AGREEMENT.....	3-6
1.3 INTRODUCTION.....	7
1.4 NAME OF THE BUSINESS.....	8
1.5 NATURE OF BUSINESS.....	8
1.6 INDUSTRY PROFILE.....	8
1.7 LOCATION OF THE BUSINESS.....	9-10
1.8 DATE OF BUSINESS COMMENCEMENT.....	11
1.9 FACTORS IN SELECTING THE PROPOSED BUSINESS.....	11
1.10 FUTURE PROSPECTS OF THE BUSINESS.....	11
1.11 GOALS OF THE ORGANIZATION	
1.11.1 VISION.....	12
1.11.2 MISSION.....	12
1.11.3 GOALS.....	12
1.12 PURPOSE OF BUSINESS PLAN.....	13
1.13 BUSINESS BACKGROUND.....	14
1.14 COMPANY LOGO.....	15
1.15 PARTNERSHIP BACKGROUND.....	16-21
2.0 INTRODUCTION OF ADMINISTRATION.....	22
2.1 OBJECTIVE OF ADMINISTRATION PLAN.....	22
2.2 ORGANIZATIONAL CHART.....	23
2.3 LIST OF ADMINISTRATIVE PERSONNEL.....	24
2.4 SCHEDULE OF TASKS AND RESPONSIBILITIES.....	25
2.5 SCHEDULE OF REMUNERATION.....	26

## 1.1 EXECUTIVE SUMMARY

This business is based on partnership where it consists of six members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 200,000 where the total contribution of administration manager, marketing manager, operation manager, and financial manager is RM 30,000 and the rest RM 50,000 is from general manager.

Crepe is one of the most popular dessert in Malaysia. De'Crepe is located at four different locations that are Sarikei, Betong, Sri Aman, and Kota Samarahan. De'Crepe will be commence on 1<sup>st</sup> January 2017 and was registration on 23 December 2016 as partnership form of business.

De'Crepe is a start-up business and fully hopes to have chance to develop our business to be in same level with other successful business crepe. We choose crepe as our main products because we want all people know about the crepe. This is because, not many people sell crepe in the world. Then, we provide very delicious of crepe and also provide free delivery services to people that buy crepe from us.

Lastly, the standard preparation needs to be before commencing the business. All major aspect of planning, organizing, leading and controlling the strategies have to be considered to ensure the proper management of the business in obtaining and achieving the goals of the company.

### 1.3 INTRODUCTION

The name of our company is De'crepe Enterprise whereby the business has been decided in the form of six partnerships. Our main business activity is to provide the best and delicious of crepe. This business plan gives us the opportunity to assess on business industry in the future. We decided to form a partnership business which in desert industry.

All shareholders had agreed as stated in the agreement letter that mentioned about the capital, contribution, loss and profit of the business. Every partner in the business are entitled and encouraged to participate in all business. We choose this business because it shows that crepe is a new desert and not all the people knows about the crepe. For that, we will introduce our product in the market to attract people try our desert.

In a nut shell, the partnership is an excellent option for us to take part in because the shareholders will always sharing the ideas and knowledge in order to gain profit and achieve high productive from time to time.