

**UNIVERSITI TEKNOLOGI MARA
PULAU PINANG**

**ENT300
Fundamentals of Entrepreneurship**

**PRINCE n PRINCESS BOOKSTORE &
COFEEE HOUSE**

PREPARED BY:

ABDUL QAYUM ABDUL RAZAK	2005253275
AZMILA MOHD KAMIL	2005253309
NOR HIDAYAH MOHD RAZALLY	2005253282
ZARIFAH MAT ZAHARI	2005456106
HAFIZUL ASHRAF MOHD ALWET	2005253268

PREPARED FOR

EN. ABD RAZAK BIN HJ. SHARIF

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Student of Basic Entrepreneurship (ETR 300),
Diploma in Civil Engineering (EC110/06),
Faculty of Civil Engineering,
MARA University of Technology,
13500, Permatang Pauh,
Pulau Pinang.

Miss Ibtisam
Lecturer of Basic Entrepreneurship (ETR 300),
Faculty of Business,
MARA University of Technology,
13500, Permatang Pauh,
Pulau Pinang.

Dera Miss,

SUBMISSION OF BUSINESS PLAN

Referring to the matter above, we are glad to submit our business plan with a title “PRINCE n PRINCESS BOOKSTORE & COFFEE HOUSE” that has been prepared since it begins on January 2008 in order to fulfill the requirement for Entrepreneurship Course, ETR 300.

2. During the 3 months of research to complete this business proposal, we have learned about basic procedure on how to set up a partnership business. We learned that setting up a partnership business is not an easy task as we had thought. We need a high level of effort and confidence in ourselves to manage our business. All of us need to apply all we had learned in UiTM such as communication skills in order to complete this project paper. As all of us know, in business plan it covers all the aspect in starting the business which is includes administration, marketing, operation and financial status of company.

3. We hope that our business plan will meet our target to get an excellent result besides gaining our knowledge in this business proposal. All the advices and support given are highly appreciated. Your co-operation is highly appreciated.

Thank You.



ACKNOWLEDGEMENT

First and foremost, greatest thanks to our God for giving us the strength and the ability to finish this business plan within the given period. Alhamdulillah, finally, we were able to finish this project on time.

Our deepest appreciation to Miss Ibtisam Hayati bt Mohd Rozi as our ETR lecturer for her guidance, comment and advices that helped us to complete our business plan. Without her help, we might not be able to overcome the problems that arise in our project.

We would also like to convey our appreciation to Puan Aishah bt Othman. We are really grateful for your contribution and sharing your time with us. Thank you being as our mentor.

Last but not least, we would also like to thank to our family, friends and others for their direct and indirect contribution towards the completion of this project.

We hope that our business plan will meet our target to get an excellent result besides gaining our knowledge in this business proposal. All the advices and support given are highly appreciated.

THANK YOU.



EXECUTIVE SUMMARY

In every progressive firm or organization, top management is really important to responsible for setting quantifiable, measurable and attainable objectives. This is to make sure the top management of the company can achieve there objective smoothly.

For “PRINCE n PRINCESS BOOKSTORE & COFFEE HOUSE” our policy is developed as a guideline for daily operation of the company that stresses more on the continual need to maximize profits in a just, reasonable manner. Apart from trying to earn a fair return on investment from our stockholders. Other than that, we also are looking forward to improve our share in the market size. In addition, we will try to providing our customers with the best and fastest service to make sure our customers really satisfied with our company.

In addition, to achieve our objective, we had determined our target market. As our company is located at campus zone or student zone, so our target markets are mostly among the student and lecturer. So this is our good opportunity corresponding to our objective to earn the greatest possible profit by increasing our service and offered a reasonable price to our customer. A related objective of the marketing department is to develop appropriate marketing strategies to ensure the transactions of the business are well done.

Another important section in is Administration Plan. The main objective of the administrative office manager is to coordinate and communicate the information activities of each of the company’s main division so that unit costs of production may be reduced and productivity be increased. Therefore, in our company, administrative office manager provides a support service for all other functions.

The most important part in our company is the cost of the project. Although every part of top management is really good, the project cost budget is the most important. This is because, if our capital can not support the business, this project will be useless. So, the total amount to start the project is RM 428,545.00 which less than our company capital; RM 600,000.00.