



اُنْدُوْكَوْ سِيْ تَدِيْكَوْ لُوْ كِنِيْ فَاْمَرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE & POLICIES STUDIES

ENTREPRENEURSHIP (ENT300)

'KRAZEE TUNES'

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam** untuk membuat satu kertas projek bagi Kod Kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.


Sila hubungi Penyelia Projek, **Encik Johari Bin Abdullah** di talian **(082-677200)** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

‘BERSATU BERUSAHA BERBAKTI’

Sekian.

Yang benar



BAIZURA BT IBRAHIM
Pegawai Eksekutif
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LETTER OF TRANSMITTAL

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SARAWAK

Sir,

SUBMISSION OF BUSINESS PLAN

As a representative of our company Krazee Tune's, we would like to submit our business plan for our evaluation and further action. We would like to thank for you exceedingly helpful insight and suggestions. Our wholehearted thanks go to you, who makes our job easy, who guides and assists us in many ways. Your helps is a useful guide for us to complete this business plan and at the same time anchored us toward goals and objective of the preparation of this business plan until we finally competing it according to time given and as scheduled.

2. We learnt lots of things while doing this business plan because it exposes us to the fundamental of starting the business. We see the clear pictures of how to do so and we gain lot of beneficial experience. We see the clear pictures of how to do so and we gain lot of beneficial experience. ENT 300 (Fundamentals of Entrepreneurship) widens our knowledge and gives us more ideas on establishing a business. This knowledge will benefits us especially after graduating from UiTM in which this subject helps us towards self-employment which later may reduce unemployment rate among the graduate students. We realized that through this subject, we learn how to cooperate with each other, promoting team spirit in order to become the real entrepreneur one day. On other hand, we learn how to cope with negative elements that exist in a

EXECUTIVE SUMMARY

Our company name is Krazee Tunes. The business of our company has been decided on the form of partnerships. Each partner has contributes certain amount of capital as agreed in our agreement. Our business activity is to offers services by gives the customers an entertainment services which is karaoke and jamming.

All partners are encouraged and entitled to participate in all business management. We have agreed that BenedicChundinakJepim is the General Manager, Diana ak Ami as the Marketing Manager, JesskaRhukuakChendari as Operation Manager, Agnes akJawi as Operation Manager also, Easter JantaakDemong as Administration Manager, and Johanabt Abdullah as the Financial Manager. The selection of each position based on consensus among all the partners and selected based on the criteria of experience, skill and ability.

The management team will be led by the general manager and the other manager will help in other process. The task and responsibilities of a general manager is responsible involve in the process of controlling, leading, organizing as well as plant the entire business. The marketing manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies.

Meanwhile, the operation manager is responsible to the operation of the business as whole. The operation manager will supervise, coordinate and make sure the operation of the business runs smoothly. The administration manager will responsible in doing for all jobs relating to office administration business. This includes the process of selecting the staff, hiring staff. Lastly, the financial manager will be accountable to handle the financial matter such as preparing the budget, financial statement for expenses controlling the flow of the money of the organization and also preparing account statement at the end of the accounting period for auditing purposes.