



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

Yippie Ice

2012

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ISO 9001:2008



KLR 0500123



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 Tarikh : 18 Julai 2012

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Sains Komputer** untuk membuat satu kertas projek bagi kursus **ENT 300 (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, **Cik Nurashikin bt Nazir Mohd (0109828612)** 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

**MOHAMAD HASIMI BIN ABDULLAH**  
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***Yippie Ice “ The taste that you can touch..”***

## **2. Executive Summary**

This business is based on partnership consist of 4 members. The members is General Manager, Administrative Manager, Operation Manager, Marketing Manager and Financial Manager. Each partnership contributes certain amount of capital which we had already agreed in the partnership agreement. The main goal of our business is to be the best ice cream shop in Sarawak.

There are 4 members in this business and entitled to participate in the business management. As in the agreement, Nor saffinah Binti Mohamad will entitled as General Manager and Financial Manager, Noridaya Binti Minulin as the Marketing Manager, Catherine Binti Ipul as the Administrative Manager and Muhd Fahmi Bin Abd Lauf as the Operational Manager. The position selected based on their skills and ability.

All of us expect that this business will become more developed in the future because less competitor in whole Sarawak and the constant design of ice cream. This will give more advantage to us, to gain more profit and make our sales higher from year to year. The business capital amounted RM 63,942 where the total contribution of each member is RM 33,942 and the remaining RM 30,000 we loan from Bank Islam.

Our business is expected to commence in 2012, and our vision to make our shop is well known in whole Sarawak and open branches in other town in Sarawak. This will be realized by the full cooperation and efforts among the partners to promote this company. Based on the objective above, Yippie Ice has the potential to be a profitable business if it is systematically managed.

*Yippie Ice "The taste that you can touch.."*

## **Introduction to Administration Plan**

In an organization, administration is a part of important base which needs several element of management that is planning, organizing, leading, and controlling the business.

Administration will plan all the necessary aspect of the business including assuring the location of the officer and service operation. It also the main units to divided the salary among the workers.

The administrative also decide on how and to whom the resources of the organization are allocated and responsible for the administrative budget.

Administrative also have the power to control or monitor his subordinates such as Marketing Manager, Operation Manager and Financial Manager.

Effectiveness and efficiency of company administration will ensure the successful of the business, as marketing, operation and financial manager will co-operate to achieve company target.

Beside, good administration will help the company to achieve its goal by not forgetting the need and requirements of an employee.

