



اَوْنِبُوْرَسِيْتِي تِي كُوْلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

“PULUT HOUSE”

SUMMER SHOPPING MALL,
Samarahan Land District,
Jalan Dato Mohd Musa,
94300, Kota Samarahan Sarawak.

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Finally, hopefully that this business plans proposal will be a valuable meaning as a guide to those who want to know how the business is working in clearly, correctly and effectively manner of establishment and process management.

Thanks you very much.

EXECUTIVE SUMMARY

Our company has reached consensus for choosing the Pulut House as our company's name, suitable with our chosen product. This business is in the form of partnership consists of 5 executive members shareholders. Each partner contributes certain amount cash as agreed in our agreement and we also get loan from Bank Islam Berhad. Our business will be operating at Summer Shopping Mall, Jalan Dato Mohammad Musa, 94300 Kota Samarahan, Sarawak. Business will be commencement will be starting on 12th of October 2015.

All partners are untitled to participate in the business management. We have agreed that Tiffany Scholastica Anak Richard Johny as the General Manager, follow by Melainie Anak Midas as Administration Manager, Andrea Bella Anak Philip as Marketing Manager, Cassandra Jabit as Operation Manager and Fazziah Binti Morshidi as Finance Manager.

Pulut House company management will be led by its general manager with the joint action from other executive managers. As the one who lead the company, general manager is responsible for planning, organizing, leading and controlling the entire progression of the business. As for the administration manager is responsible to handle all the administrative work of the company and act the main assistant for the general manager. Marketing manager will be responsible to do all the marketing research and carry out the promoting and marketing strategies and analyses the current demand in the market. All the operation management of the company would be managed by operational manager which would also be the one to supervise the daily tasks of workers in the company. This is where quality control and productivity will take place in order to improve the efficiency of the workers.

Finally, the financial manager will handle financial matters such as preparing for the budgets and financial statement for the each department. All the financial statement need to be taken care properly by our finance manager.

1.1 INTRODUCTION OF BUSINESS PLAN

1.1.1 Name of company

PULUT HOUSE

1.1.2 Nature of business

Partnership

1.1.3 Industry profile

Our business is owned actively by partnership, incorporated as a PULUT HOUSE. As a small start-up company, we recognize the limitation of attempting to manufacture our product in a small premise. So that, our companies can more concentrate on making the products as well as give good services to produce our products based on our customer demand.

1.1.4 Location of the business

Ground floor, Summer Shopping mall, Jalan Dato Mohd Musa, 94300 Kota Samarahan Sarawak.

1.1.5 Date of business commencement

12th October 2015

1.1.6 Factors in selecting the proposed business

Our company choose to run this business because there is a potential in selling and promote this local food where we can gain profit through the local market. Besides that Pulut product still less competitive and have high market share especially to the local people. Most of the local people here recognize pulut as their traditional food that make this product have high demand.