



اُونِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF ACCOUNTANCY  
DIPLOMA IN ACCOUNTANCY (AC110)  
ENT300  
FUNDAMENTAL OF ENTREPRENEURSHIP  
GROUP: AC110 6C



NAME	STUDENT ID
LUCINDA CHRISTABELLE ANAK RAKAWAI	2012790091
NAZLIN NOORZAKIAH BT ABDULLAH	2012945913
NUR SYAHIRAH BT ABD RAHMAN	2012941623
MELISSA SALLY GOMBEK	2012576809
NURIYA HARDIANTI BT MATNOR	2012203714

DATE OF SUBMISSION  
21 SEPTEMBER 2015  
PREPARED FOR:  
MISS PHILOMINA FRANCIS

## TABLE OF CONTENTS

ITEMS	PAGE
ACKNOWLEDGEMENT	1
VISION AND MISSION	2
SUBMISSION OF BUSINESS PLAN	3-4
MANAGER SUMMARY	5
PARTNERSHIP AGREEMENT	6-11
<b>1.0 GENERAL PLAN</b>	12
1.1 INTRODUCTION	13 – 19
1.2 GOALS OF BUSINESS PLAN	20
1.3 COMPANY BACKGROUND	21
1.4 SHAREHOLDERS BACKGROUND	22-26
1.5 LOGO AND MEANINGS	27
<b>2.0 MARKETING PLAN</b>	28
2.1 INTRODUCTION	29 - 30
2.2 OBJECTIVES OF MARKETING PLAN	31
2.3 PROFILE OF LADYBUG ECO CAMP	32
2.4 TARGET MARKET	33 - 34
2.5 MARKET SIZE	35
2.6 COMPETITORS	36 -37
2.7 MARKET SHARE:	
▪ BEFORE ENTERING	38
▪ AFTER ENTERING	39
2.8 SALES FORECAST	40
2.9 MARKET STRATEGIES	41 – 45
2.10 SCHEDULE OF TASKS AND RESPONSIBILITIES	46
2.11 MARKETING BUDGET	47
<b>3.0 OPERATIONAL PLAN</b>	48
3.1 INTRODUCTION	49
3.2 OBJECTIVES OF OPERATIONAL PLAN	50
3.3 OPERATIONAL STRATEGIES	51
3.4 OPERATION HOUR	52



## ACKNOWLEDGEMENT

We are grateful Allah the Almighty, generous and merciful because His grace, this business of "LADYBUG ECO CAMP" can be completed.

Our first thank would go to our knowledgeable and beloved lecturer Miss Philomina Francis as our advisor for this project paper who had guided, nurtured and gave us full support throughout this project paper. We hope that she will be more prosperous in all her undertakings and wish her and her family good health.

We also would like to thank the government agencies such as Ethnic Group and Administrative District Sarawak for providing the population of Kuching, Rashid Hussain Bank (RHB), Lembaga Air Kuching (LAK), Jambatan Bomba as the appreciation in helping us in doing our business project as they have provided us all the particulars and needs for setting up a company. Last but not least, also thanks to our friends for their support and cooperation, we pray to Allah will bless of all the individuals tht involved in completion our LADYBUG ECO CAMP business project. To all group members: Nuriya Hardianti Binti Matnor, Melissa Sally Anak Gombek, Nur Syahirah Binti Abd Rahman, Lucinda Christabelle Anak Rakawai and Nazlin Noorzakiah Binti Abdullah, congratulation for the success that we have achieved. We had worked as a great and unite team. Thank you for all the effort and determination to make this project a success one. Hope that this will become an inspiration to all of us to become an entrepreneur in the future.

Thank You.

## **MANAGER SUMMARY**

All the shareholders in our company have decided to give our company name as LADYBUG ECO CAMP. We are doing our business in partnership from which consists of five shareholders; Nuriya Hardianti Binti Matnor, Melissa Sally Anak Gombek, Nur Syahirah Binti Abd Rahman, Lucinda Christabelle Anak Rakawai and Nazlin Noorzakiah Binti Abdullah. Our main activity is camping. We will operate our business at Rantau Panjang, Batu Kawa, Kuching, Sarawak.

In our business, each of the shareholders should have the responsibility to perform their own job task as best as they could. This is important to gain maximize percentage of profit and always keep on being a productive person. This is also important to us to provide the best quality of camping services.

In order to achieve success in business, we are really concerned about quality and unity among the organization and customers. All partners are entitled to participate in the business management. We have agreed that Nuriya Hardianti Binti Matnor as our General Manager. The Administration Manager is Melissa Sally Anak Gombek whilst Lucinda Christabelle Anak Rakawai as our Marketing Manager. Nur Syahirah Binti Abd Rahman as our Operation Manager while Nazlin Noorzakiah Binti Abdullah as our Financial Manager.

The responsibility of manager is to planning, organizing, staffing, directing and controlling the entire business. The operation of our business is controlled and monitored by Operation Manager. The Administration Manager will monitor the production of the business which includes monitoring the workers and also the workers welfare. The Marketing Manager is responsible in preparing the marketing plan that includes target market, determining market size, identifying market competitors, determining market share and also developing sales forecast of marketing strategy. Lastly, our Financial Manager will handle the financial such as preparing budget and financial statement for the company.

# 1.1 INTRODUCTION

## NAME OF THE COMPANY

The project that we would like to propose is a business providing services for camping activities. The name of our company is Ladybug Eco Camp. We have chosen 'Ladybug Eco Camp' as the name of our company for the reason that our business location has plenty of ladybugs. Hence, these ladybugs have inspired us to select an exclusive concept for our camp which is the concept of Ladybugs. The purpose of fixing a concept exclusively for our camp is to create a new appearance in the camping business. Customers are likely to be attracted with our fresh and rare idea of setting a theme to the camp. At the entrance, each customer will be given a Ladybug t-shirt and a bottle of mineral water with the logo of our company.