

# Ent 300

(Fundamental of Entrepreneurship)

## Smart Transport Company

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## Submission Letter

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17<sup>th</sup> October 2010

Dear Mdm,

### Re: Submission of Business Proposal

Adherence with the prerequisite for the completion of the course of Fundamental of Entrepreneur (ETR 300), we personally submit to you the completed and final business proposal of our group, Smart Transport Enterprise on this date which had been agreed before.

2. We would like to thank your kindness and generosity in guiding and leading us in making of this proposal all this while. Without your advice, we certainly would not be able to come out with such determined and dedicative proposal.

## Executive Summary

After doing extensive research on the business opportunity available in Kota Samarahan District Council area, we decided to specify our business in providing transport for oil palm plantation. We have come out with a partnership business which consists of five members and the name of our company is Smart Transport Enterprise. Each partner contributes certain amounts of cash as agreed in our agreement.

Our main business activity is to carry Fresh Fruit Bunch (FFB) from oil palm plantations in Kota Samarahan, Asajaya and Serian to Kilang Sawit FELCRA Berhad Samarahan. Our business will be operating at Pusat Inkubator dan Bimbingan Usahawan (PIBU) Kota Samarahan, Lot 7993 (E&F) Blok 9, Tingkat 1 Muara Tuang Land District, Jalan Dato Mchd Musa, 94300 Kota Samarahan. All partners are entitled to participate in the business management. We have agreed that Mr. Tyson Bayak Tubang Oleahl is the General Manager, Marketing Manager : Mdm Henrita samuel, Operation Manager : Mr. Basil Linang, Financial Manager : Mr. Sylester Birai ak Michael Dason, and Administration Manager : Miss Hajizah bt Yusup.

The management will be lead by General Manager and assisted by other managers. The general manager is responsible in controlling, leading, organizing, and planning the entire business. Administration Manager is responsible for the entire jobs related to office administration. The marketing Manager is responsible in preparing marketing plan. This includes identifying the target market share, develop sales forecast and develop the marketing strategies, the operation of our business is controlled and monitored by Operation Manager. The financial Manager will take responsibility in preparing budget and financial statement for each department expenses

## **1.0 Introduction**

Malaysia is one of the largest producers of oil palm. A lot of oil palm estate has been established in order to fulfil the demand of world's market. In Sarawak, oil palm has become one of the major contributors in developing the economy. The suitability of soil and climate condition in Sarawak assists the planting of oil palm. According to Malaysia Palm Oil Board(MPOB), there are about 230 oil palm estate (not including the smallholder farmers) has been registered under MPOB in Sarawak.

Kota Samarahan is one of the biggest oil palm growers in Sarawak. Lots of oil palm plantation that operates actively facing the problem of transportation of Fresh Fruit Bunch (FFB). Therefore, by scanning the environment, evaluating of self and the community and screening of the business opportunities we have chose to start a company which is known as Smart Transport Company where it will help to solve this problem.

We must have an efficient and complete method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must take care is efficiency in the management to make sure our objective will be achieve we have to put effort in preparing this business proposal.

Marketing production and financial aspect must be considered in business which consist a complete team of management that planning, organizing, leading and controlling. All these aspect is important in achieving our goals.

Administration also needs to set vision and mission which can be use by the organization as a guideline to get the profit. Beside that administration also include the allocation of resource to avoid wasteful beside can give a better in develop the money based on requirement of every department.