



UNIVERSITI TEKNOLOGI MARA SARAWAK
SAMARAHAN CAMPUS

FACULTY OF OFFICE MANAGEMENT
AND TECHNOLOGY

DIPLOMA IN OFFICE MANAGEMENT
AND TECHNOLOGY



Masam Manis Dessert

BRRRRR...NYAMAN EH...

MASAM MANIS DESSERT ENTERPRISE

AMIRA NUR'AIN BT JASMI
AINA BT HISAM
AFIQAH BT BOJENG
EMA FAZLINA BT ZAKARIA
JANNATUL HUSNA BT MOHD ISA



1.2 SUBMISSION LETTER

ETR 300 Students,

Diploma in Office Management and Technology

University Technology MARA Sarawak

Samarahan Campus

Jalan Meranek

94300 Kota Samarahan

Sarawak

Madam Margaret Lily Gregory

ETR 300 Lecturer

Universiti Teknologi MARA Sarawak

Samarahan Campus

Jalan Meranek

94300 Kota Samarahan

SARAWAK.

23 September 2010

Sir,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, Masam Manis Desert Enterprise, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until we finally completing according to time given and as scheduled.



1.1 EXECUTIVE SUMMARY

The name of our restaurant is Masam Manis Enterprise. This business is in form of enterprise which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. **The main business activity is sells a variety of foods, especially desserts.** Our restaurant wants to market "cendol" as the main dessert. This is because "cendol" is one of the signature dishes in East Malaysia. We want to diversify" cendol" become more attractive and popular at Sarawak. Our target customers are the students in the area because of our proximity to UiTM and UNIMAS. Our business operation is at 9 am to 9pm on weekdays except Monday and opens on the weekend. Our restaurant uses the concept of self-service restaurant system and using receipt to purchase food. We have two stalls in the same restaurant. This system is used so that customers can choose a variety of food they want.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Amira Nur'ain bt Jasmi is our General Manager, Ema Fazlina bt Zakaria is the Administration Manager, Aina bt Hisam is the Operation Manager, Jannatul Husna bt Mohd Isa as Financial Manager and Afiqah bt Bojeng as Marketing Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.



TABLE OF CONTENTS

INTRODUCTION	PAGE
1.0 ACKNOWLEDGEMENT	3
1.1 EXECUTIVE SUMMARY	4
1.2 SUBMISSION LETTER	5-6
1.3 AGREEMENT LETTER	7-9
1.4 LOAN APPLICATION	10-11
1.5 INTRODUCTION TO BUSINESS PLAN	12
1.6 NAME OF COMPANY	12
1.7 NATURE OF BUSINESS	13
1.8 INDUSTRY PROFILE	13
1.9 FUTURE PROSPECT OF BUSINESS	14
1.10 THE PURPOSE OF BUSINESS PLAN	14-15
1.11 BUSINESS BACKGROUND	16
1.12 PARTNERS BACKGROUND	17
1.13 LOCATION OF BUSINESS	22
1.14 LOCATION OF PROJECT	22
1.15 COMPANY LOGO	23
1.16 LOGO DESCRIPTION	23
 ADMINISTRATION PLAN	
2.0 INTRODUCTION TO ADMINISTRATION PLAN	25
ORGANIZATIONAL VISION	25
ORGANIZATIONAL MISSION	25
2.1 ORGANIZATIONAL GOALS	26
2.2 BUSINESS STRATEGY	27
2.3 OFFICE LAYOUT	28
SYMBOL OF OFFICE LAYOUT	28
2.4 TYPE OF BUILDING & INFRASTRUCTURE	30
2.5 INTRODUCTION TO ORGANIZATION	31
2.6 POSITION & NUMBER OF STAFF	31
2.7 JOB DESCRIPTION	32-34
2.8 WORKING HOUR SCHEDULE	35



1.5 INTRODUCTION TO BUSINESS PLAN

Masam Manis Dessert Enterprise is a partnership business which ventures and main business is sells a variety of foods, especially desserts. Our company wants to market "cendol" as the main dessert. Our restaurant uses concept using receipt to purchase food. We have two stalls in the same restaurant. This system is used so that customers can choose a variety of food they want. The business is in form of enterprise which consists of five shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We choose this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time.

1.6 NAME OF THE COMPANY

Our company name is Masam Manis Enterprise. This name was chosen with the approval of all company's shareholders. **Masam Manis** is the name to reflect the diversity of the food we provide. We chose the concept of using receipt to purchase food because it gives customers the freedom to choose. We will ensure that our customers will be satisfied with the service we provide to them.