



اُنِيُوَسْتِيُوِي تِيكُوَلُوِي مَارَا  
UNIVERSITI  
TEKNOLOGI MARA  
SARAWAK

**FACULTY OF OFFICE MANAGEMENT & TECHNOLOGY**

**DIPLOMA IN OFFICE MANAGEMENT & TECHNOLOGY  
(OM114)**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ETR300)**

**PARAMEDIA**

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## EXECUTIVE SUMMARY

Paramedia is a new medium-sized event organizer company located in a trendy neighbourhood of Desa Ilmu, Kota Samarahan. The business is in the form of partnership, which consists of fifth members. Paramedia's emphasis will be on event organizing services. An emphasis on decoration and facilities is based on Paramedia's dedication to sustainable development.

All partners are entitled to participate in the business management. We have agreed that Darrold Hansen Mathew as the General Manager, Danny ak Edwin as the Administration Manager, Norfarahzila as the Marketing Manager, Nik Mohd Faris bin Zakaria as the Operational Manager and Mohd Akmalnaim bin Wahid as the Financial Manager.

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** is responsible for the entire jobs related to office administration. The **Marketing Executive** 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 Executive**. All workers who work in our company are working under operation manager. The **Financial Executive** will take the responsibility in financial matter such as preparing budget and financial statement for each department expenses.

## SERVICES

Paramedia offers Kota Samarahan and Kuching a trendy, fun place to have great events in a social environment. Our group has a pile of knowledge and experience in event organizing procedures. Paramedia forecasts that the majority of purchases will be from our recommendations to customers. Diverse equipment and various types of event handling skills will be used to provide the customers with a diverse, unforgettable experience event. We will also be emphasizing on decorations, style and uniqueness by following state-of-the-art demand within the organizing events industry.



## SUBMISSION LETTER

**ETR 300 Students,**

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**Miss Siti Farah**

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7 October 2009

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, Paramedia, I would like to submit our business plan for your evaluation and further action. This business plan is the requirement of ETR 300 courses, and with your advice and guidance, our team has able to complete this duty.

From all the process involved in making this plan, we have acquired a lot of knowledge and a better perspective over business activities especially on how to start it. This will enable us to better understand on how to plan our own real business in the future by adapting and re-extracting all information and knowledge gathered from this work.



## NATURE OF BUSINESS

In our business, we had chose partnership as the nature of the business. There will be no sleeping partner and this is to ensure all are active and together developing the business. The reasons we choose partnership are because:

- ❖ The ideas and knowledge among the top management can be shared and no idea will be taken for granted because the capitals are from the contribution of all shareholders.
- ❖ Able to less the risks and reduce the liabilities of owner which it is distribute to all the shareholders.
- ❖ To avoid the dictatorship way of leadership which leading the company.
- ❖ More persons that able to take the responsibility, clearer the objectives and aims can be achieved.
- ❖ As check and balance which able to avoid the mislead and misuse of sources.

## FUTURE PROSPECT OF BUSINESS

- ❖ To be the first choice event organizer in Kuching & Kota Samarahan area.
- ❖ To achieve zero complaint.
- ❖ To open branches in other area.
- ❖ To become the most famous event planner in town.
- ❖ To provide quality products with efficient organizing event services.
- ❖ To meet customer's satisfaction.