



اَوْنِبُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA, SAMARAHAN CAMPUS, SARAWAK

DIPLOMA IN QUANTITY SURVEYING

FACULTY OF ARCHITECTURE, PLANNING & SURVEYING

ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP

Cachet & Co.

COMPANY BUSINESS PLAN

Prepared for:

Miss Noraini Bt. Sa'ait

Prepared by:

Name	Matrix No.
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Nur Ameera Bt. Baba @ Anddy Sumardee	2012 852 252
Sharifah Nur Mastura Bt. Wan Salahudin	2012 843 316
Siti Nur Athirah Bt. Ismadi	2012 604 268
Nur Aimi 'Aqilah Bt. Azman	2012 858 476

Submission Date:

26th March 2014

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1.2 SUBMISSION LETTERS

Cachet & Co.

111, 1st Floor,

The Spring Shopping Mall

Persiaran Spring, 93300

Kuching, Sarawak

Miss Nuraini Bt. Sa'ait

ENT300

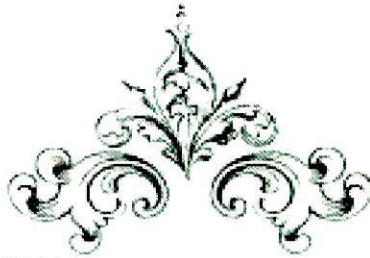
Universiti Teknologi Mara,

Jalan Meranek, 94300

Kota Samarahan, Sarawak

26th MARCH 2014

Miss,



RE: SUBMISSION OF BUSINESS PLAN

As stated above, I, Seri Nazirah Bt. Athanazir, General Manager of Cachet & Co., the representative of my team mates, would want to humbly submit our business plan for further reviewing.

2. We have prepared this business plan to fulfill the requirements of the respective subject, Fundamentals of Entrepreneurship (ENT300) as a precondition by Universiti Teknologi Mara (UiTM) Samarahan. This task is a basic practical skill for beginners' guidance to start getting involved in the business world as to become a proficient entrepreneur.
3. We hope that by submitting this business plan, we are able to present the completed task between the cooperation of our partnership that we have gained during the whole outline of the course. All of our research and the related information are concluded in this business plan, accompanied by this letter of submission.

Thank you for your time and support.

Yours Truly,

.....

(Seri Nazirah Bt. Athanazir)

General Manager,

Cachet & Co.

1.3 EXECUTIVE SUMMARY

Cachet & Co. is a company that sells various types of fashionable jewelry especially for women's accessory in particular. Our target market is the residents of Persiaran Spring and the secluded area.

Cachet & Co. is a partnership enterprise comprises of five team mates:

MEMBERS	POSITION
Seri Nazirah Bt. Athanazir	General Manager
Nur Ameera Bt. Baba @ Anddy Sumardee	Marketing Manager
Sharifah Nur Mastura Bt. Wan Salahudin	Operation Manager
Siti Nur Athirah Bt. Ismadi	Administration Manager
Nur Aimi 'Aqilah bt Azman	Financial Manager

Every company member contributed RM 20,000.00 except for the General Manager. RM 25,000.00 was contributed by the General Manager.

The obligations of a General Manager are to direct a specific aim and arrange beforehand the whole phase with intentions to assemble it in one piece. In other words, this position is responsible to keep in certain that the partners work together coordinately.

The duties of a Marketing Manager are to be head of the company's advertising and enhance sales. It is a vital role to be consistent in its field to ensure the income stabilizes and gradually increases.

The liabilities of an Operation Manager are to keep on track with the supplied products for stocking and restocking, and attend to the social well-being among workers.

The competences of an Administration Manager have to include assisting the General Manager, contacting the suppliers and monitoring the work flow of the business.

The responsibilities of a Financial Manager are to collect and calculate the company's financial documents, stabilize company's profit and plan any reduction in cost for any unnecessary expenses.

2.1 INTRODUCTION

A marketing plan may be a part of an overall business plan. A solid marketing strategy is the foundation of a well written marketing plan. While a marketing plan contains a list of actions, a marketing plan without a sound strategic foundation is of little use.



Cachet & Co.

