



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

K ENYALANG PENGANAN

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DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

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Letter of Submission

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Mr Jamesson Gary,
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Dear Sir,

Submission Report of Business Plan

According to the matter above, our group would like to submit our business plan that we have prepared and completed based on the requirements needed.

2. We are the students of Diploma in Public Administration had completed our business plan in time and we would like to express our gratefulness and thousand of thanks for all your guide toward this project.
3. Our group are very glad and agreed to choose KENYALANG PENGANAN as the name of our business.
4. Lastly, we hope that you will be satisfied with the business plan and we

KENYALANG PENGANAN



1.1 Executive Summary

The name of our business is KENYALANG PENGANAN Enterprise. This business consists of four partnerships. Each partnership holds different position in this business. The main purpose of this business plan is to maximize our profits of sales and avoid any wastage used. Moreover, through this business plan, we can commercialize the traditional food industry of Sarawak not only inside Malaysia but also outside Malaysia. The most importantly, this business plan helps us to apply loan from a financial institution to establish our business and as our business guidelines.

The main target of our business is to market the traditional 'biscuit' of Sarawak or known as "Penganan" to Semenanjung Malaysia and also outside Malaysia. Our target customers for our business are the tourists, local people, working adults, big spender and civil servants. This is because our business is located in the middle of the town of Kuching. Our business will be open from 10 am to 8 pm on Monday to Saturday while on Sunday we will be open from 9 am to 2 pm.

Besides that, each partner will contribute RM25,000.00 each for our capital which will combine a total of RM100,000.00. In our business, it consists of four experienced and well-trained manager to handle our business. As we have agreed in our agreement, we have selected Belinda Kinu ak Engie as our General Manager and Administrative Manager. Moreover, our Financial Manager is Felicia ak Alvin Dapus. Meanwhile, our Operations Manager is Cynthia ak Lipa and our Marketing Manager is Rofina Sundai ak Remulus.

Each of the top management holds different job or task of our business. The General Manager or the Administrative manager is accountable in planning, implementing and controlling the overall management of the business. For example, in terms of remuneration of the workers. Furthermore, the financial manager is responsible in producing the budgeting of the business. The Operations manager is accountable to the process in the business and also the production. Lastly, the Marketing manager is responsible in identifying the customer's need and demand. She also accountable in determining the competitors, target market, market size and sales forecasting.

Lastly, we also will register our organization to Suruhanjaya Syarikat Malaysia to get the legal license to open our business. With the combination of different fields of career of our members, our business will become one of the top food industry in the market.



1.3 Introduction to Business

1.3.1 Name of the Business

Our business is known as KENYALANG PENGANAN Enterprise. The reason we choose this name is because it is suit our product that is 'Penganan' and the product only produce in Sarawak, Bumi Kenyalang.

1.3.2 Nature of Business

We choose food traditional producer in nature of our business. This is because there are less people who produce traditional biscuits especially Penganan. Moreover, we also sell and deliver our product to the customers. During the festive season, customers can purchase the traditional biscuits for their ceremony. This is because this traditional biscuits are suitable for any ceremony held.

1.3.4 Industry Profile

Besides that, we had chosen the food industry in our business. The main reason we choose this type of industry because we want to commercialize the traditional food or biscuits of Sarawak to the whole Malaysia and even outside Malaysia. We also have target the people of purchasing this product. This is because this traditional biscuit has not been exposed outside Kuching. Moreover, we provide quality of food produce as it is under HALAL license.

1.3.5 Location of the Business

We have selected Main Bazaar Street to allocate our business. This because it is located in the centre of the Kuching's town and we can attract the tourists, the working adults, big spender, civil servants or even students in purchasing our products.