



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

KEREPEK YAYA ENTERPRISE

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DIPLOMA IN PUBLIC ADMINISTRATION AM110

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1.0 LETTER OF TRANSMITTAL

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Mr. Jammeson Garry
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Meranek Road, 94300 Samarahan.

Dear Sir,

Submission Of Business Plan

Referring to the matter above, “Kerepek Yaya Enterprise” would like to submit the business plan for your analysis and references. Kerepek Yaya Enterprise would start our business with partner and address mentioned as below.

Details of partners are as follows.

- | | |
|--------------------------------|------------|
| 1. Nur Afiqah binti Umar | 2010897936 |
| 2. Nadzirah binti Bolhi | 2010641458 |
| 3. Suzana binti Sulaiman | 2010608178 |
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3.0 EXECUTIVES SUMMARY

This business is based on partnership where it consists of five (5) members. The members consist of the General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM121,250 where the total contribution of each member of manager is RM24,250.

Kerepek Yaya Enterprise is a company related to the ships snack products that are the partnership commercial. Our market focuses are the supplier who provides us the banana the potato. With us, they will supply the equipment twice a week. For those who are interested in retailer of our chips, they also can get it from our company.

Our business will be expected to commence on the year of 2013 and our vision is to make our company a well-known, established and satisfied by our customer in order to expand our shop venue and to attract other companies to deal with us with a better price. This will be realized by the full cooperation and efforts among the partners to promote this company. Based on the objectives above, we are venturing into livestock industry. Chips product has the potential of being a profitable business if it is done in modern way with large scale and systematically managed.

We will expect that our business will become more developed in the near future because the demand for the product is high and not many company use the closed system. This will give more advantages for us to make our product more profitable and stabile in the long run.

10.0 MARKETING PLAN

Introduction

Marketing is a social process of **Marketing** is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return. Individual and groups obtain what they need want through creating and exchanging products and value with others. Marketing plan is one of the element should be consider in business plan.

On the other hand, marketing can be defined as the activities that carried out systematically to increase and enhance sales of product or service Marketing is basically an exchange of activity that takes place between a business entity and its customer.

The customer is means people or individuals, other business entities and support organizations. The main role of marketing plan is help the entrepreneur promote the product or services and sell the product to the customer. Marketing also responsibility to find the alternatives ways to make consumers know the product and company.

For Kerepek Yaya Enterprise, marketing plan is important to find the customer satisfaction and to market Kerepek Yaya product. Besides, marketing plan responsible to find the good promotion for attract customer focus. Therefore Kerepek Yaya need marketing plan for sales our product to the market.