



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
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UNIVERSITI TEKNOLOGI MARA SARAWAK

SAMARAHAN CAMPUS

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM 110)

CHILL OUT LOUNGE

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam (AM110)** untuk membuat satu kertas projek bagi kursus **ETR300 (Fundamentals Of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **MISS TIFFANY NAKITA** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

"BERSATU BERUSAHA BERBAKTI!"

Sekian.

Yang benar

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/hms



In every progressive firm or organization, top management is really important to responsible for setting quantifiable, measurable and attainable objectives. This is to make sure the top management of the company can achieve their objective smoothly and perfectly.

For Chill Out, our policy is developed as a guideline for daily operation of the company that stresses more on the continual need to maximize profits in a just, reasonable manner. Other than that, we also are looking forward to improve our share in the market size. In addition, we will try to providing our customers with the best and fastest service to make sure our customers really satisfied with our company.

In addition, to achieve our objective, we had determined our target market. As our company is located at KUCHING area, so our target markets are mostly among the local and foreign tourist. The reason is, they will look for a place that offers them relaxation and comfort. According to this matter, our company prepares to give a full commitment and gives our best in terms of services and products. So this is our good opportunity due to our objective to earn the greatest possible profit by increasing our service and offered a reasonable price to our customer. A related objective of the marketing department is to develop appropriate marketing strategies to ensure the transactions of the business are well done.

Another important section in Chill Out is the administration. The main objective of the administrative office manager is to coordinate and communicate the information activities of each of the company's main division so that unit costs of service may be reduced and our services be increased. Hence, the administrative are the one which responsible in determining and administrating our organization to its' best condition. Therefore, in our company also, administrative office manager provides a support service for all other functions.

The most important part in Chill Out is the cost of the project. Although every part of top management is really good, the project cost budget is the most important. This is because, if our capital cannot support the business, this project will be useless. So, the total amount to start the project is RM100, 000.00. In the future, we really hope that we have many regular customers that always use our services.

ADMINISTRATION INTRODUCTION

The plan of administration plan is a specific planning that will ensure the business run systematically, smoothly and efficiently in order to become the good organization and at the same time, it able to compete in the market that is very competitive. All partners must involve in this strategic management. To make sure our objectives will be achieved we have put our effort in preparing this business proposal.

Marketing, production and financial aspect must be consider in business which consist a complete term of management that is planning, organization, leading and controlling. The effectiveness and efficiency in the administration will ensure our company running smoothly and at the same time manage to cooperate with other department.

Administration also needs to determine the process in achieving the organizational objectives where this administration needs to ensure all the department cooperates with each other.

Administration also important as the field to control the work flow among the worker in each unit. It is also the main units in dividing the salary among the worker according to the availability of the company, and provides better service for the employees. For example, welfare, allowance, SOCSO, EFP and other emphasize the customer satisfaction. This is because customers are a valuable asset to our business.

The roles play by the administration department extremely determines the effective and efficiency of their organization to make sure the goal can be achieve. If it being ignored, the organization planning, structure and goals will cause a failure. The administration department currently well informed and up to date to the environment which might be able to increase the management in organization.

ADMINISTRATION OBJECTIVES

Every business must have their own goals and objectives because this is the basic for a business to succeed and gaining profit in the future. To reach the true meaning and target of management, there are several elements such as planning, organizing, leading and controlling an organization's financial, physical, human and information resources.

Administration department is very useful to create an effective management. Our fundamental of administration has made organizational objectives. Our main objectives in order to succeed in Chill Out Café and Lounge are:

- ❁ To provide more job opportunities and reduce the rate of unemployment.
- ❁ Try to improve our business from time to time to achieve the planned goals and objectives. Also to become the good competitors in the field of business that we involve.
- ❁ To provide high quality in producing goods and services to the customers.
- ❁ To expand our marketing focus in the business by setting up more branches in other locations to ensure our grip in the food business.
- ❁ Offer goods and quality products and services to the customers by ensuring that satisfaction comes first.
- ❁ Ensure all the needs of the workers are taking seriously care by administration towards and excellent management.