



MARA UNIVERSITY OF TECHNOLOGY

**FACULTY OF ADMINISTRATIVE SCIENCE AND
POLICY STUDIES**

DIPLOMA IN PUBLIC ADMINISTRATION

HORNBILL FURNITURE

EN. ABANG YUSUF B ABANG SPAWI

LECTURE

ETR 300

DAYANGKU FAUZANAH BT AWANGKU KARIM (2003315768)

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GROUP D&PI

APRIL 2008

LETTER OF TRANSMITTAL

Hornbill Furniture,
Ground Floor & 1st Floor,
Shop Houses 4 & 5 Desa Ilmu,
93400 Kota Samarahan, Sarawak.

Mr. Abang Yusuf Abang Spawi,
ETR 300 Lecturer,
UiTM Samarahan,
94300 Kota Samarahan,
Sarawak.

Sir,

Re: Handout of Business Plan

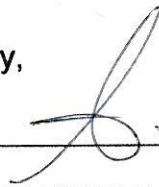
As stated above, I, Dayangku Fauzanah Bt Awangku Karim, as the General Manager of Hornbill Furniture and also the representative for my fellow team members, would like to submit our Business Plan to you for your reviewing.

2. It is hoped that the enclosed Business Plan can strengthen the base for our financial backing and support besides presenting our idea in a more proper way. Any information related to the business can be found in the Business Plan that we included together with this letter.

We would be glad if you wish to have us present our Business Plan for better understanding. All your attention and support towards our Business Plan is greatly appreciated.

Thank You.

Yours sincerely,



(DAYANGKU FAUZANAH BT AWANGKU KARIM)
General Manager of Hornbill Furniture

1) INTRODUCTION

As we are well – informed, furniture is the necessities for every people to be fulfill in their house or building. The purpose that people buying furniture is as their necessities, but for wealthy people it can become the symbol to show their wealth as they buy the expensive and imported furniture. Furniture referring to chairs desks, cabinet, sofa and bedroom set. During the festive season like Gawai Dayak, Hari Raya and Chinese New Year, usually the demand for furniture is very high because many people will buy their new furniture to increase the number of furniture inside their house.

Due to the development in the city, there are increases in the number of housing estates in city, so we believe that there will be a high demand for furniture especially in Desa Ilmu area. In order to fulfill the demand of the people in that area, we decided to set up a business as Hornbill Furniture with contribution of RM25, 000 per person and a loan amounted RM150, 000 from Bumiputera Commerce Bank Bhd, we started our business at Hornbill Furniture, Ground Floor and 1st Floor, Shop houses 4 and 5, Phase 2, Desa Ilmu, 93400 Kota Samarahan, Sarawak. Our main activities are selling furniture to our customers.

We believe that this type of business is not new and there will be many competitors known and even some of them have a wide experienced in this business in Kota Samarahan and that will not bother us. We have identified few competitors and they are Chia Sam Trading Sdn Bhd, Singer, and Sahabat LST Sdn Bhd. We ensure that we can also compete

ADMINISTRATION PLAN

Administration plan is a specific planning in ensuring the management of the organization of the business running smoothly. In any organization or business, administration played an important role to set up the business. Business must be tough in the marketing, operation and its financial aspect, so that the business will be easy to organize and to make sure that the organization goal can be achieved.

A. INTRODUCTION TO THE ORGANIZATION

Our business will be operating at Desa Ilmu area, which is located at:

HORNBILL FURNITURE,

GROUND FLOOR AND 1ST FLOOR,

SHOP HOUSES 4 & 5, DESA ILMU,

93400 KOTA SAMARAHAN

Our business building will be dividing into two sections. The first section in the ground floor is for the display of our furniture that we involved in. While the 1st floor is mostly on the administration side which consists of the general manager's office, the administration and financial manager's office. In the 1st floor we also have our store room where we put our stock (furniture). The 1st floor is the main place for running all our administrative activities.

ORGANIZATION GOALS

Every business has their own goals and objectives for their business. As a newcomer in this type of business, we have determined the administration goal to be achieve for a period of time. Stated below are our organizational goals:

- To ensure the administration management work in efficiently, effectively and productively in achieving our organization goals.
- Minimize cost and maximize profits from the services that are offer to the customers.
- To ensure all the needs of the workers are taking seriously care of by administration towards an excellent management.
- Offer good and quality produce and services to the customers by ensuring that their satisfaction comes first.
- To create a healthy competition environment with other competitors.
- To ensure that there is optimum utilization of resources.