



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

KENYALANG HERBAL SPA

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1.0 EXECUTIVE SUMMARY

Our company name is Kenyalang Herbal Spa. The business has been decided on the form of partnership. Each of partners contributes certain amount of capital as agreed in contract. The major business activity is giving special services such as body and feet massage to all level of ages of women including kids.

Each of the partners is entitled to participate in the business management and there are no sleeping partners. We have all agreed that RADEN SITI AYU BINTI RADIN AMIN OTHMAN to hold position as a General Manager as well as Administration Executive, NUR SHAFIQA BINTI SHAMSUL AZHAR as a Marketing Executive, NORASIKIN BINTI MAZARUDDIN as an Operational Executive and CHRISTINA MUTI A/K ALEXANDER as a Financial Executive. The appointment of the General Manager is based on agreement among all the partners and also concerning about the experience, skills and ability owned by the general manager.

The management team will be led by the general manager and assist by the other executives. The general manager will be responsible in planning, leading, controlling and organizing the business. The administration executive is responsible for the job that related to administration such as planning and organizing the remuneration schedule salary and wages. The operational executive is responsible to the entire job that related to the operation and will monitor and coordinate the operation for the business. The marketing executive will be responsible for creating the market, market size and forecasting the future market. Lastly, the financial executive will handle the financial matters such as preparing the budget and financial statement for expenses of each department and controlling the flow of the money of the organization.

1.1 SUBMISSION LETTER

Kuching Waterfront,
No 15, Main Bazaar,
93000, Kuching,
Sarawak.

Mr. Jati Kasuma Ali,
Lecturer of ENT300,
University Teknologi Mara (UiTM),
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3RD March 2012

SUBMISSION OF BUSINESS PLAN

On behalf of our shareholders, I am glad to submit this project paper to you as your references. After we have finished this project paper, we found that this project has given us a lot of valued experiences and benefits on how to create a business plan. In addition, it is also improve our communication skills and interaction between other people.

1. We also have followed all the procedures and steps in order for us to prepare this business plan. We hope that in future, we will be able to perform our own business.
2. Lastly, we would like to give thanks to UiTM management for giving us a chance to learn this subject. This course has given us a clear picture on the fundamental of starting a business. We also gain a lot experiences and

2.0 INTRODUCTION TO MARKETING

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products value with others. Marketing is also about managing profitable customer relationships such as attracting new customers and retaining or growing current customers. Several of marketing processes are:

- ❖ Understand the market place and customer needs and wants.
- ❖ Design a customer-driven marketing strategy.
- ❖ Construct a marketing programme that delivers superior value.
- ❖ Build profitable relationship and create customer delight.
- ❖ Capture value from customers to create profits and customer quality.

Otherwise, marketing is not only much broader than selling, it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer's point of view of the final result. Concern and responsibility for marketing must therefore permeate all areas of the enterprise.

Besides, for our business, marketing plan functional as to gain more profit. Through marketing plan, we will know how much the profit gained and the loss by our business. Next is, marketing plan also can make the business more effective and efficiently because it covers all the strategy to improve the business and make it better than the other competitors. Therefore, the demand of product or services depends on how effective the marketing to be done.