



اَللّٰهُمَّ اِنِّىْ اَتِيْكَ بِمَلِكِيْ
UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA
SARAWAK**

Fundamentals Of Entrepreneurship
(ENT300)

SinggahSitok

PREPARED FOR:

PREPARED BY: Rahmatullah Bin Affandy (2011264688)

MuhdFirkhan Bin Zuhaimi (2011420442)

Zulhairi Bin Zulkifli (2011881896)

AcelliaUlandaBintiHadi (2011298896)

Jenny Anak Joseph (2011873738)

Surat Kami : 100-UiTMKS (HEA. 30/7)

Tarikh : 09 Sept 2013

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

<u>BIL</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1.	2011264688	RAHMATULLAH BIN AFFANDY
2.	2011298896	ACELLIA ULANDA BINTI HADI
3.	2011873738	JENNY ANAK JOSEPH
4.	2011420442	MUHAMMAD FIRKHAN BIN ZUHAIMI
5.	2011881896	ZULHAIRI BIN ZULKIFLI

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengurusan Pelancongan** untuk membuat satu kertas projek bagi kursus **ENT300 (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, **Puan Elisha Azura bt Ali** ditalian **(016-8707103)** 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


WAN FAKHRURAZI WAN DAHALAN

Pegawai Eksekutif

Bahagian Hal Ehwal Akademik

bp Rektor

/jk

Letter of Submission

ENT 300 Students

Diploma in Tourism Management

University Teknologi MARA (UiTM) Sarawak

Samarahan Campus

JalanMeranek

94300 Kota Samarahan

Sarawak

Puan Elisa

ENT 300 lecturer

Diploma in Tourism Management

University Teknologi MARA (UiTM) Sarawak

Samarahan Campus

JalanMeranek

94300 Kota Samarahan

Sarawak

23 October 2013

Dear Madam,

Submission Of Business Plan

As the above matter, I Rahmatullah Bin Affandy as the General Manager of SinggahSitok, on behalf of my fellow partners, would like to submit our business plan for your viewing purpose.

Executive Summary

The name of the company is SinggahSitok. The form of the business is partnership which consists of five members. Each manager will contribute certain amount of capital stated in the agreement. The business offers a various flavours of milkshake which is Oreo, Milo and Apong sugar.

All managers have the rights to participate in the management of the business. Rahmatullah bin Affandy as the General Manager, MuhdFirkhan bin Zuhaimi the marketing manager, Jenny Anak Joseph the Administration Manager , Zulhairi bin Zulkifli the Operation Manager and AcelliaUlandaBintiHadi as the Financial Manager. The selection of General Manager is based on agreement among the members selected based on skills and ability.

The management of the business will be lead and assist by all four managers. The General Manager is responsible for planning, leading, controlling and organizing business. The Marketing Manager is responsible to market our business to the customers. Next, the Administration Manager responsible for the job that is related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operational Manager is responsible to the entire job that is related to the operation and will supervise and coordinate the operation of the business. Last but not least, the Financial Manager will handle the financial matters such as preparing the budget and financial statement for expenses of each departments and control the flow of the money of the organization.

3.0 MARKETING PLAN

3.1 Introduction

Marketing plan is one of the main aspects that are very important in order to market and introduce our service and make sure there is an improvement in the business. It also as a process to promote or introduce goods and services by understanding the present and future market required by and satisfies the customer needs and wanted.

The important of the marketing to make the business continuously, succeed in operating via the operating planning, organizing, controlling and leading. Besides that, through the marketing plan there are giving more choices to the customer beside introducing a new concept in attracting the consumers and promote our market services

To gain higher profits, marketing should be able to predict the customer's desire and try to get customer's attention to know and try SinggahSitok's milkshake. As a preparation to provide an effective marketing plan we have come out with three main important elements in marketing. It consists of Marketing analysis, Target market and Marketing Strategies.

Marketing plan is the important plan in business. From this plan, we can manage to target the target user, the possibility to gain a profit, and the barrier of our products. The marketing activities need to be planned and implement in a systematic ways in order to achieve the business objective.

Without systematic effort, resources such as time, money, manpower can be wasted unnecessarily, thus will effecting business performance and profit. The important aspects to ensuring our market to be success are by defining the service concept, identifying the target market, determine the market size, our competitors, the market share, develop our sales forecast and finally developing our market strategies.