



UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN

DIPLOMA IN PUBLIC ADMINISTRATION

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

COMPANY: BOOKSTOPZZ CENTRE

GROUP AM1104A

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LETTER OF SUBMISSION

Bookstopzz Centre,
Lot 24-26, 2nd Floor,
The Summer Mall,
94300 Samarahan,
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Mr. Abang Sulaiman Bin Abang Salleh,
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94300 Kota Samarahan,
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17th SEPTEMBER 2013

Sir,

SUBMISSION OF OUR BUSINESS PLAN

As stated above, I, Nor Ezureen Binti Jaludin, as the General Manager of Bookstopzz Centre, acting on behalf of my fellow group partners, would be interested in submitting our Business Plan for your reviewing purpose.

2. It is hoped that through the proposed Business Plan we are able to improve our financial base, basic in forming business venture and also to further improve our presentation appropriately. All information should be available in the Business Plan included together with this letter.

3. We would like to thank you for all the support and information you have given to us during the progress to prepare the business plan. Your high attention, guidance and cooperation had given us the motivation until this business plan is finally completed.

EXECUTIVE SUMMARY

The name of our company is Bookstopzz Centre. Our business is a partnership where each partners contributed certain amount of fund as the starting company capital as agreed in agreement. The main business activity is provides books and stationeries.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Nor Ezureen Binti Jaludin as the General Manager, Lilly Farahana Binti Pamin as Marketing Manager, Faizah Multazam Binti Mura as Operational Manager, Zur Ameera Rasheeqa Binti Zulkipli as Administration Manager and Izmatika Binti Dualis as the Financial Manager.

The management team will be led by the General Manager and will be assisted by the other executives. The General Manager is responsible in planning, leading, controlling and organizing the business. The Marketing Manager is responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Meanwhile, Operational Manager is responsible to the entire job that related to the operation, also supervise and subordinate the operation of the business. Besides that, the job that is related to administration like planning, arranging the remuneration schedule of salary and wages, also take the responsibility as a human resource executive is Administration Manager's responsibility. Last but not least is Financial Manager. She is responsible to handle the financial matters of the business such as preparing the budget and financial statement for expenses of each departments and responsible in controlling the flow of the money of the organization.

1.0 INTRODUCTION TO BUSINESS PLAN

Our company named as Bookstopzz Centre. We choose this name because we want to be a book station for people in Kota Samarahan or other near residences. Customers' demand, especially in Kota Samarahan is higher because of lack of bookstore that provides completed books and stationeries that are needed especially for students.

Bookstopzz Centre was formed under partnership business entity whereby we agreed that partnership business is the best choice to set up our business because all of us are the capital contributor for the business and owners can reduce the liabilities and able to take less risk in the business as it is distributed amongst the shareholders.

Our nature of business is trading where we are involved in providing books and stationeries in our bookstore. We unanimously have chosen The Summer Mall, Kota Samarahan, as the location for our business. This is because it is located in the heart of Kota Samarahan region and also known as "universities town". Since our targeted customers are those who are continuing studies which are referring to students, the area is a good start for our business growth where is situated very strategically. Other than that, this place is easy to be found.

Our bookstore located at Lot 24-26, 2nd Floor, The Summer Mall, Kota Samarahan, Sarawak where our business commencement are on 1st January 2014.

Our future prospects of the business are to make sure that our bookstore is able to be a great competitor to other company such as UniWorld and Smart and in the later day, be the leader in this industry. We would as well favor to attract the interest of all categories of customers ranging from youngsters to the elders to come and bought products at our bookstore.