



**FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

Diploma in Information Management
(IM 110)

Fundamentals of Entrepreneurship
ENT300

**Business Proposal
Chetak Enterprise**

By:

Anna Nathasa binti Puteh	2012679566
Nur Hidayah binti Mohd Azhar	2012677666
Puteri Nur Shahadha binti Shazali	2012414858
Siti Norhidayu binti Kassim	2012631962
Tillie Rhinya anak Tila	2011101995

Prepared for:
Mr Abang Sulaiman Salleh

September 2014

Table of Content

Introduction	1
Purpose of the Business Plan	5
Company Background	6
Partners Background	7
Location of Business	12
Administration Plan	13
• Introduction to Administration	13
• Introduction to Organization	14
• Administrative Strategies	15
• Organizational Chart	16
• Manpower Planning	17
• Schedule of Task and Responsibilities	18
• Remuneration of Administration Plan	19
• List of Office Equipment	20
• List of Furniture and Fittings	21
• Administration Budget	22

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

Tarikh : 22 September 2014

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

<u>BIL.</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1.	2012679566	ANNA NATHASA BT PUTEH
2.	2012677666	NUR HIDAYAH BINTI MOHD AZHAR
3.	2011101995	TILLIE RHINYA AK TILA
4.	2012414858	PUTERI NUR SHAHADHA BT SHAZALI
5.	2012631962	SITI NORHIDAYU BT KASSIM

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **IM110 - Diploma Pengurusan Maklumat** untuk membuat satu kertas projek bagi Kod Kursus **ENT 300 (Fundamental 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.

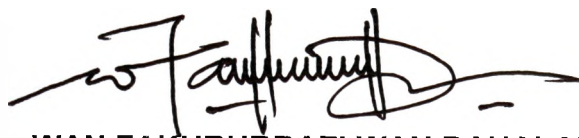
Sila hubungi Penyelia Projek, **Encik Abg. Sulaiman Bin Abg. Salleh**, di talian (**0135701068**) sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

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

“BERSATU BERUSAHA BERBAKTI”

Sekian

Yang benar



WAN FAKHRURRAZUL WAN DAHALAN
Pegawai Eksekutif
Bahagian Hal Ehwal Akademik
bp Rektor

INTRODUCTION

There was a saying which is "*Wherever there is an educational institution, there will be business opportunities available in that area*" (Unknown). It is true because educational institutions such as universities, university colleges, colleges, matriculations, and even schools will house their own community which consists of students, staffs, and non-staffs. Not to forget, the local community around the institutions. When there are people, there are needs to be fulfilled.

Common businesses that will emerge around the community mentioned before are food and beverage businesses, banks, supermarkets, post office, stationary shop, bakeries, hair salons, bicycle shop, computer and electronics shop, and of course printing and photocopy shop. The business that we want to venture into is the printing and photocopy shop. Our business name is named Chetak Enterprise.

The name "Chetak" is inspired from the old Malay word, meaning 'print'. It suits our core business which is a printing service shop. Chetak Enterprise is not the first or the last printing shop that will exist in the business arena. Nevertheless, we can be sure that our future existence will be an additional to the community to choose when going for printing. Chetak Enterprise will serve basic printing and photocopy services. Despite that, what makes our business different from other existing printing shop is that we will have a document delivery service. This will be a highlight for our business as based on our survey, our competitors still do not have that kind of service.

Service Description

Our business is engaging with service as our main activity. To be specific, we are involved in the printing and photocopying services. We choose this business because of the future potential of customers that is growing larger and larger each day. Therefore, we would like to open the business as we see our target market of our business which is mainly from teenagers and students, working adults as well as government and private sectors.

Chetak Enterprise provides many services including printing, photocopying, fax, document delivery and scanning. What differentiates us from the other printing and photocopying shop is that we provide document delivery services to our customer in case they do not have the time to print their document.

Services	Price per services (RM)
Printing (black and white)	0.20
Printing (colour)	0.80
Photocopying	0.05
Delivery	2.00

Figure 8: Services available with its price