



UNIVERSITI TEKNOLOGY MARA
CAWANGAN SARAWAK
FAKULTI PERLADANGAN DAN AGROTEKNOLOGI
DIPLOMA PENGURUSAN LADANG
ENT 300

Green HALFA

PREPARED BY:

HARITH ANAK MUNAH (2012354689)
NOR FAZIRA BT MOHD. DAUD (2012719613)
LYANA SINDA ANAK GAMA (2012734899)
ALIA MASTURA BT ABDULLAH (2012149857)
NOR AKIDAH BT NASIR (2012593373)

CLASS: AT1105B

PREPARED FOR:

ENCIK ABANG SULAIMAN BIN ABANG SALLEH

SUBMISSION DATE:

26 MARCH 2015

TABLE OF CONTENT

ITEM	PAGES
ACKNOWLEDGEMENT	1
EXECUTIVE SUMMARY	2-3
SUBMISSION LETTER	4-5
AGREEMENT LETTER	6-8
<u>GENERAL MANAGER PLAN</u>	9
INTRODUCTION	10
NAME OF COMPANY	11
NATURE OF COMPANY	12
FUTURE PROSPECT OF BUSINESS	13
PURPOSES OF BUSINESS	14
BUSINESS BACKGROUND	15-16
BACKGROUND OF PARTNER	17-21
LOCATION OF BUSINESS	22-25
COMPANY LOGO DESCRIPTION	26
<u>ADMINISTRATION PLAN</u>	27
INTRODUCTION	28
BUSINESS VISION, MISSION & OBJECTIVE	29
BUSINESS STRATEGIES	30
BUSINESS ORGANIZATIONAL CHART	31
LIST OF ADMINISTRATIVE PERSONNEL	32
SCHEDULE OF TASK AND RESPONSIBILITY	33-35
COMPESATION AND BENEFIT FOR WORKERS	36
SCHEDULE REMUNERATION	37

EXECUTIVE SUMMARY

Green HALFA is a new beverages shop that is operated in Summer Mall, Kota Samarahan, Kuching, Sarawak. The business form an enterprise based on the partnership ventures of five persons that also act as managers in the company. The name itself shows the importance of our watermelon juice in fulfilling customers demand. Green HALFA provides student, tourists and working adults the opportunity to buy watermelon juice high quality and good for health.

The target market of Green HALFA is divided into three categories. They are students, tourist and working adults. For students, we focused on college and university students and also secondary students. The other category of our target market is the collaboration with UNIMAS, UITM, ICATS, ILP, SWINBURNE and high schools. Since that Green HALFA is concentrating to serve students, it provides affordable and reasonable price for students to ease their burden and attract them to our shop. Quality services that satisfy the customers will leave a good impression of Green HALFA hence there will be a positive word of mouth from them.

Second target is working adults, We know at summer mall many working adults. At Kota Samarahan, now many work of buiding or produce the mall or house. So we also target for working adults. Third target is tourists, we know Kuching is unique place, so many tourists want to come to Kuching. We can sell our watermelon juice to tourists that come to Kuching.

In our company, the top management will be conducted by the shareholders themselves. The position of General Manager is hold by Harith anak Munah, Administration Manager is hold by Nor Fazira bt Mohd. Daud, followed by Lyana Sinda anak Gama as a Marketing Manager, Alia Mastura bt Abdullah as Operation Manager and last but not least, our Financial Manager, Nor Akidah bt Nasir.

SUBMISSION LETTER

ENT 300 Students,
Diploma in Plantation And Agrotechnology (AT110),
Mara University of Technology,
Samarahan Campus, Jalan Meranek,
94300 Kota Samarahan, Sarawak.

Mr. Abang Sulaiman bin Abang Salleh,
ENT 300 Lecturers,
Mara University of Technology,
Samarahan Campus, Jalan Meranek,
94300 Kota Samarahan, Sarawak.

26th MARCH 2015

Sir,

RE: SUBMISSION OF BUSINESS PLAN

On behalf of my group member, I as the general manager would like to submit our business plan for your evaluation and further action. We are very thankful for your teaching, advice, support, motivation and guidance throughout this semester.

2. At the early stage, I and my group members thought that this course is quite tough since that we do not have any experiences and knowledge of starting a business. However, as the time pass by, we learned that this subject provide good opportunity and

PURPOSES OF BUSINESS PLAN

The business plan is very useful in setting up a business. There are many reasons why it must be prepared by all companies. Among the main reasons are as follows:

1. As the business guideline.
 - Our business plan consists of all four core elements in entrepreneurship which includes administration, marketing, operation and financial planning.
 - All the information and knowledge gained are written down in the business plan to show the reliability of our business.
 - Data gathered, research made, and analyses are also included in our business plan to be our guide in the future.
2. To ensure the systematic flow of the business.
 - To ensure that the business flow is working accordingly.
 - List of complete budget for the entire requirement of the business was included in our business plan to make sure there are no wastages occur.
3. As an official statement and document for future references.
 - Includes all the company data such as the business agreement, loan application, personnel background, marketing strategy, financial statement and so forth.
4. To promote healthy juice, that the product take from watermelon to people.