



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Faculty of Accountancy
Diploma in Accountancy

Fundamentals of entrepreneurship
ENT300



HAEMITEA

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Perakaunan** untuk membuai 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 Noraida Omar** ditalian **(082-677200)** 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 FAKHRURRAZI WAN DAHALAN

Pegawai Eksekutif

Bahagian Hal Ehwal Akademik

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1.3 EXECUTIVE SUMMARY

HaemiTEA business plan is a tea beverages serve with pastries for customers who love sweet treats. Our business is run by our own management that includes me and three of our other members. In this time of the year, with the rapid economic growth of food and beverages industries, we have to maintain the highest level of quality and customers satisfactions at all times.

In this business we are exercising partnership of business which consists of 4 members in the group. In order to make the business to become success and gain our early capital that is RM24, 000, every member will contribute certain amounts of money as we agreed. In order to make sure the marketing strategy operates smoothly, all our members are participating in the business management to ensure our business runs smoothly and we also hope to make profit from our business so we will not incur loss in our capital. Besides, we also apply for a loan in term to make sure that we could be purchase for other expenses.

In this business, it was been lead by the General Manager and assisted by 4 other manager, that is administration manager, marketing manager, operation manager and financial manager. The initial capital for our business is RM24, 000 and our loan amount is RM31, 806. In our company, for the first year profit is RM13, 768, the second year is RM15, 982 and the third year is RM37, 345.

1.5 INTRODUCTION TO COMPANY BUSINESS

Name of the company

Our company name is HaemiTEA. We chose this name because it shows a unique combination of the four people that consists of all our group members.

Nature of business

Our nature of business is mainly serving tea and pastries.

Industry profile

Our main industry is to produce a very unique beverage of 5 types of teas. Our main raw material is produce by a company base in the United States. It is available online in info@fsherb.com.my.

Location of the business

Lot 6291 - 6288 (No. 1) Block 26, Muara Tuang Land District Jalan Datuk Mohd Musa 94300 Kota Samarahan, Kuching Sarawak.

This area is located at vacant beside Taman Prime Villa housing area. Our group agrees to choose the area because this area is so strategic in terms of our shop view which is easily recognized at the front junction of the newly build housing area and the upcoming new UITM Kota Samarahan 2 campus, employees and non-employees of Kota Samarahan and others could also come to our shop without having to park at the roadside because parking spaces are available.