



**FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA SARAWAK**

Fundamentals of Entrepreneurship
(ETR/ENT300)

Diploma In Information Management (IM110)

PERMATA BORNEO FURNITURE

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengurusan Maklumat** untuk membuat satu kertas projek bagi Kod Kursus **ENT300**.

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Sila hubungi Penyelia Projek, **Puan Ida Izumi bt Abdollah** 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"

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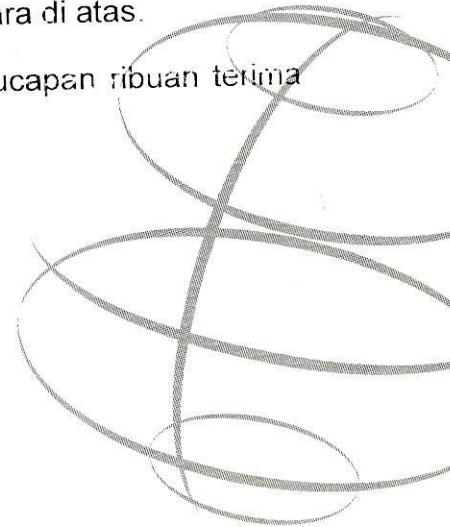


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4.0 EXECUTIVE SUMMARY

The business has been decided on the form of partnership. The partnership means here it is collaborations among members to form a successful business. The PERMATA BORNEO FURNITURE consists of four members. Each members will contributes certain amounts of money as agreed in our agreement. This business will start on 1st January 2013.

To explain more about the management of PERMATA BORNEO FURNITURE, all partners are entitled to participate in the business management of PERMATA BORNEO FURNITURE. After discussions among the partners of PERMATA BORNEO FURNITURE we have agreed and decide that Nor Hidayu binti Shakawi will become the General Manager and officially become Administration Manager. For Operational Manager, we have decided to appoint Eliza Dora Spencer, Hadzna binti Ahmad as our Marketing Manager and lastly Leeny Ejah anak Arin will become our Financial Manager.

The head of the management of PERMATA BORNEO FURNITURE is General Manager and assisted by the other manager. Controlling, leading, organizing and planning of the entire business are the responsibilities of General Manager. Administration Manager will responsible to the office administration. The scopes of tasks of Marketing Manager are preparing marketing including identifying the target market share, develop sales forecast as well as develop the marketing strategies. Operation Manager will control and monitored the operation of the business. All workers will be supervised under Operation Manager. The Financial Manager will take responsibility in financial matter like preparing budget and also financial statement for each department expenses. Everyone will collaborate together in order to achieve the vision, mission as well as objectives of the company.

5.0 INTRODUCTION

5.1 NAME OF COMPANY

The name of this company is **PERMATA BORNEO FURNITURE**. There are several reasons why we choose “PERMATA BORNEO FURNITURE” as our company name. The word “PERMATA” can be referring as precious stone that has been cut carefully with the right and specific techniques and highly valued by its lovers. It is just a symbolic for the woods or timber which is used by our company to create and design the pattern of our furniture. The woods and timber that we are referring are kayu belian, kayu meranti, kayu cengal as well as kayu jati. Those woods have their own uniqueness compared to others. Esthetical values, unique and natural, really hard to find those woods and also long life-span are essential values for our woods that make them similar to the words of “permata”. Apart from that, the word “BORNEO” referring to the place of this company situated which is in Borneo Island or to be more specific in Sarawak. Moreover, most of the woods that have mentioned above can be found in Sarawak, Indonesia as well as Sabah especially kayu belian. Kayu belian can only be found in Borneo Island and this is the particular reason it is called “Borneo Ironwood”. Furthermore, the word “FURNITURE” is referring to the main product of our company. We are more specific in furniture’s area but there are also other base products that are derived from woods that have been mentioned above. Thus, PERMATA BORNEO FURNITURE is the best name for our company since it gives an impact and good expression to our company and also to our clients and customers.

5.2 VISION AND MISSION

Vision can be refer as where the company will be headings and for mission it can be refer how the business will be conducted. The vision of our company PERMATA BORNEO FURNITURE is to **become a role model for other similar business**. It is our PERMATA BORNEO FURNITURE mission to continue to develop innovative and unique products, and to enhance and improve our existing products on an on-going basis, in order to maintain our competitive position, market value and pricing strategy. We want every ringgit spent with us to be well spent. We also create and nurture a healthy, creative, respectful, and fun working environment, in which our employees are fairly compensated and encouraged to respect the customer and the quality of the product we produce. We seek fair and responsible profit,