



UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF PLANTATION AND AGRO-TECHNOLOGY

DIPLOMA IN PLANTING MANAGEMENT

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

SUGAR RUSH

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SUBMISSION LETTER

Sugar Rush
Universiti Teknologi Mara,
Cawangan Sarawak,
Kampus Mukah,
KM 7.5 Jalan Oya,
96400 Mukah,
Sarawak.

Madam Noraini Binti Sa'ait
Lecturer of ENT300 (Fundamentals of Entrepreneurship)
Universiti Teknologi Mara,
Cawangan Sarawak,
Kampus Mukah,
KM 7.5 Jalan Oya,
96400 Mukah,
Sarawak.

Madam,

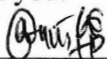
Re: Submission of our Business Plan

As stated, i Rohani Binti Saidin as the General Manager of Sugar Rush, 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 Business Plan, we are able to improve our financial base and also to further improve our presentation appropriately. All information should be available in the Business Plan included together with this letter.

Your support is highly appreciated.

Thank you.



(Rohani Binti Saidin)

General Manager of Sugar Rush

EXECUTIVE SUMMARY

The name of our company is Sugar Rush. The business is in form of partnership which consist of five members. Each partner contributes certain amount of capital as agreed in agreement.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Rohani binti Saidin as the General Manager, Rosmawati Binti Rani as the Marketing Manager, Nurbasirah Binti Wahed as the Operational Manager, Dayangku Syahiedatul Izny Binti Awg Pathi as Administrative Manager and Noraini Binti Serin as the Financial Manager. The selection of General Manager is based on consensus among all partners and selected based on the experience skills and ability.

The management team will be led by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Marketing manager will be responsible to create the marketing plan, identifying the customer's needs and demand, identifying the competitors target market, market size and forecast the future market. The Operation Manager is responsible to he entire job that related to the operation and will be supervising and coordinating the operation of the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. Lastly, the Financial Manager will handling the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the company.

1.1 INTRODUCTION

Once a maxim said 9/10 of the sources of wealth in this world are by doing business and the remainder is agriculture. Holding with this saying, our company Sugar Rush has decided to venture into business of waffle with mounting hopes to be successful in the world of entrepreneurships waffle wjich is getting more popular in the community and the demand is increasig. Thus, an idea of creating a potential this business is created.

Sugar Rush is in form of partnership which consist of five partners. All partners has agreed as stated in agreement letter which consist amount of capital, profit and loss will be divided as stated ratio. We had cosen this form of business because it is easier to secure financial institusions compared with sole proprietorship. Besides that, in partnership, there will be a lot of ideas, talents and skills can be pooled together for better future management of our company in the future.