



UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT300**

**4<sup>TH</sup> AVENUE ART SHOP**

**PREPARED BY :**

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NOORNALIZAH BINTI WAHAB

SITI NURSABARIAH BINTI MUHAMMAD ALI

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**PROGRAMME :**

DIPLOMA IN FINE ART (AD118)

## 1.1 LETTER OF TRANSMITTAL

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15th FEBRUARY 2013

Madam,

### RE: SUBMISSION OF BUSINESS PLAN

As the representative of our company, 4<sup>th</sup> Avenue Art Shop, I would like you to make an evaluation and further action of our business plan. We will be very grateful for the evaluation, the motivation, advice and the support that you have given us. We have complete our business plan based on our knowledge and also based on research and interview that we have conducted at the same time advanced us towards the goals and the objectives of our company until this business plan completely finished as scheduled.

2. Our group had given the exposure and clear picture on the fundamental of starting the business. This covers all aspects starting from the business administration, marketing, operation and financial status of our company.

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### 1.3 EXECUTIVE SUMMARY

Our business in name 4<sup>th</sup> Avenue Art Shop which consists of five members. Each members contribute a certain amount of capital as agreed in the agreement. Our main business activity is selling art stationary and also providing services which involves with art. In Kota Samarahan area, there are a few of art stationary shop existed but lacking in art products and just focus to the basic stationary such as pencil, pens, rulers, erasers, books and etc. So, we believe that our art shop can produce more better services and art tools, which is located in Kota Samarahan. Our business operations start at 9.00 a.m to 7.00 p.m everyday.

As agreed in the partnership agreement, Titi Noor Nazriana binti Hamri as a General Manager, Ariana binti Saide as a Marketing Manager, Noornalizah binti Wahab as Operation Manager, Siti Nursabariah binti Muhammad Ali as Administration Manager and Ainnur Nazurah binti Emran as Financial Manager. The selection of the manager is based on the agreement of all the members and selected based on the experiences, skills and ability.

The management team will be led by the General Manager and will be assisted by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Marketing Manager is in charge in creating the marketing plan, identifying the customer's need and demand, identifying competitors, target market, market size and forecast of the future market. Operational Manager will handle the entire job which is related to operational and will be supervise and coordinate the operation of the business. Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salaries workers. The Financial Manager will be handling the financial matters such as preparing the company budget and financial statement for expenses of each departments and controlling the flow of money in the organization.

## 1.4 PROPOSE OF BUSINESS PLAN

The purpose of this business plan is listed as follows :

- **Establishing the business by applying loan from financial institution**

By loaning, for examples , Bank , which will only provide the loan to company which they trust will bring profit and able to repay the loan. In other words , a good business plan will enable the financial institution to provide loan.

- **As the basic guideline**

Every business plan has the planned strategies, rules and regulations. These things will become the comprehensive guideline in the organization's daily operation. This will help to avoid any confusion thus gives the clear direction to achieve the goals.

- **To avoid wastage and maximize the profits**

The detail about the budgets and how it is managed is clearly identified and stated in this business plan. An effective and efficient management will help to decrease the cost and at the same time maximize the profits of the company. Budget is preferred to be utilized only for related expenses and unrelated expenses must be avoided as to decrease costs.