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UNIVERSITI
TEKNOLOGI
MARA

MARA UNIVERSITY OF TECHNOLOGY SARAWAK

FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT 300)

TITLE: UNI CREATIVE

AM110 4A

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EXECUTIVE SUMMARY

In order to make sure that our company is providing a high quality and demanded products for our customers, certain requirements and criteria must be fulfilled. Through this, only then our company can be able to stand out and to compete with various hand-made products that currently exists in today's market especially around the city of Kuching.

For a business to commence, a company must first apply for the trade license from related authorities. Besides that, a company also must be registered and recognized by a particular government department. For our company, Uni Creative, before commencing officially into the business, we must register our company under the department of Lembaga Hasil Dalam Negeri.

Nowadays, there is no doubt that customers are looking forward for a new unique and trendy things and products that suit them. In order, to meet the demand and satisfaction of customers we must first recognized their demands and needs, then fulfil them through the production of our products.

In our business, we try to produce and introduce a new creative world by producing and selling a whole lot of new trends of souvenirs, gifts and accessories that is fresh and yet, catchy. We will make sure that our products will be dispensable by the customers in which our products will not be the same as that other competitors are selling. Furthermore, when these demands are successfully fulfilled, profit maximization can be gained through the business, aligned with the increment in the number of customers.

Next, in producing a quality and creative products, criteria such as qualified workers with priority in experience, knowledge and ability is therefore very crucial. All these requirements are indeed essential in order to meet customers' requirements and to go beyond their expectations.

Last but not least, all the major aspects of administrative strategies through the concept of planning, organizing, leading and controlling (POLC) need to be implemented in order to commence in any business. If these are followed, a company then can be able to ensure that a proper management of the business and the goals of the company itself can be attained accordingly.

UNI CREATIVE

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Date: 29th September 2011

Madam,

Re: Submission of Business Proposal

Adherence with the ENT300 Entrepreneurship group project, I, Malisa Binti Basmawi as the general manager of Uni Creative, acting on behalf of my group partners, would be honoured to submit our business plan for your reviewing purposes. Stated below are the names of our group members:

- Malisa Binti Basmawi
- Mas Faten Safwannah Binti Julmidi
- Norarisma Binti Ponnidin
- Siti Kethijah Binti Haji ahad

1. All information in relation with our company and business should be available in the Business Plan that will be submitted are included together with this submission letter.
2. It is of our greatest hope that through the submission of this Business Proposal, we are able to improve on our critical thinking skills, knowledge in entrepreneurship aligned with appropriate highly professional presentation.

Your time and indivisible support in this Business Proposal is highly appreciated.

INTRODUCTION TO BUSINESS PLAN

1) COMPANY'S NAME

Our company's name is Uni Creative. We choose this name as it symbolizes a few things. Firstly, uni brings out the meaning as one. We, the shareholders will be working together with our workers as one team, in order to introduce, produce and to bring out the new products to meet and to go beyond customers' satisfaction and requirement. While for the word creative, it symbolizes that our company is very committed to continuously produce creative products that suits today's demands and satisfaction.

We will also put our very best effort to produce products in which the customers can only find it only in our shop. In other way, we are selling our creativity through the sales of our products. That is what our company's name symbolizes.

2) NATURE OF BUSINESS

Our company is producing hand-made products that comprises of souvenirs, gifts and accessories which are made of strings, cloths, beads, buttons, threads, and seashells that have been processed. In order to express our concern towards the environmental issue, we also looking forward to include recycled items such as aluminium cans, glass bottles and papers.

3) INDUSTRY PROFILE

Preference towards products keeps on changing as time goes by. So does the innovation in accessories based products. Nowadays, most people prefer unique, creative and flexible products in which they can bring it anywhere at anytime and it is also trendy. Industry of creative arts has increases as the year passes due to the increment in customers' demands towards these kinds of products; in which the customers are mainly students and teenagers.

In Kuching itself, there are many shops that are selling accessories but they are mainly towards the traditional accessories and gifts, in which the main target are mostly tourists. Many gifts shops in Kuching are centred towards popular tourists sites especially in around India Street and waterfront. We have chosen this business due to the fact that we are committed to stands out from other competitors in which most of them are selling traditional arts accessories. Therefore, we can definitely say that our company is different as we are selling trendy products in which modern people adore more.