



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

UNIVERSITI TEKNOLOGI MARA SARAWAK

FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING

(EC110)

FUNDIMENTAL OF ENTREPRENEURSHIP

(ENT300)

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## LETTER OF SUBMISSION

ENT300 Students,  
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Madam Siti Mardinah,  
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September 2014

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Madam,

### **Re: Submission of Business Proposal**

As a started, I am Mohammad Haiqal Bin Mokhtar, as a General Manager of Berjaya Canopy Servicing, act as deputy of my fellow group partner are proudly submitting to you the completed business proposal of our group.

We would like to express our gratitude to you upon your kindness and generosity in guiding and assisting us in completing this business proposal. We also feel appreciated to you because without your advice we are unable to complete and come out with such a good business proposal.

## INTRODUCTION BUSINESS PLAN

### 1.0 Introduction

Business plan is written document which describe the proposed business of our Berjaya Canopy Servicing. This business plan can be as a company guideline for day to day management of the business.

Besides that, this business plan can be the opportunity for our company to assess the business venture objective either critically or practically.

#### Name of Company

The name for this company is **Berjaya Canopy Servicing**. The factors of choosing this name is to clear the customer what actually our company provided. This name also has been choose to show that our company can achieve the company objective. Furthermore it is also suitable since we are providing canopy services. We want to give our customer the best quality of services that can give them satisfaction and willing to deal with us again in future.

#### Nature of Business

Our main business is about providing canopy services like canopies installation, providing chairs, tables, fans and air-conditioner(for closed canopy) for any event also organizing sitting chart.



## **PURPOSE OF BUSINESS PLAN**

### 2.0 Purpose for preparing business plan

In order to establish the company there are purposes of preparing the business plan. Among the main purpose of preparing a business plan are to evaluate the company viability and the growth potential, to apply for loans or financing facilities from relevant financial institutions, to act as a guideline for the management of the proposed business and to allocate business resources effectively.

The first purpose is as to evaluate the company viability and the growth potential. Through a business plan, the company can identify the competencies of the business. For example the entrepreneur should be able to have the initiative on how they deal with the business. When the business faces with the problems the entrepreneur should always be prepared on the backup plan. This is to ensure that the problem can be solving effectively. From this situation, we will know the weakness and strength of the company.

The second purpose is to apply for loans or financing facilities from relevant financial institutions. The business plan is to recognize the budget of the business. This is prepared by Berjaya Canopy Servicing for purpose of obtaining working capital loan from Maybank for the amount of RM66, 421.

The third purpose is to act as a guideline for the management of the proposed business. This business plan is prepared to drive as a guideline for managing recommend risk. This is to ensure that the business is run smoothly and they do not take unnecessary risks.

The last purpose is to allocate business resources effectively. Through a business plan, the entrepreneur can formulate the planning, distribution and monitoring or controlling of these resources. This is to ensure that the company allocated the resources effectively. In addition, the company also will not use the resources efficiently