



اَوْبِقْرِسِيَّتِي تَيْكُونُ لَوِي كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

ESKAC ESKAC PARADISE ADISE



ESKAC PARADISE  
PREPARED BY

FACULTY: FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

PROGRAMME: DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

SEMESTER: 4

PROJECT TITLE: BUSINESS PLAN

GROUP MEMBERS:

MEMBERS	STUDENT ID
AZZATUL NATASHA BINTI AHMAD	2017260452
NUR SABRINA NATASHA BINTI HARMY	2017250332
DYG AFIQAH SHAFIRA BINTI AFANDI	2017485954

PREPARED FOR

SITI MARDINAH BINTI ABDUL HAMID

SUBMISSION DATE

21 MAY 2019

## LETTER OF SUBMISSION

### SUBMISSION LETTER

Diploma in Public Administration,  
Faculty of Administrative Science And Policy Studies,  
Mara University of Technology,  
Jalan Dato Mohd Musa,  
94300 Kota Samarahan,  
Sarawak.

4 APRIL 2019

Madam Siti Mardinah Binti Abdul Hamid,  
Lecturer of Fundamentals of Entrepreneurship,  
Mara University of Technology,  
Jalan Dato Mohd Musa,  
94300 Kota Samarahan,  
Sarawak.

Madam,

### SUBMISSION OF THE ENTREPRENEURSHIP BUSINESS PLAN

According to the title above, we would like to submit our business plan. The name of our business plan is Eskac Paradise which includes of all details, the example, the documents and following process. Our business is located in Kota Samarahan, Sarawak.

2. This business plan report contains of a significant elements and aspect that have been considered in the starting of the business. Our business profiles are included in the report and also included the organizational structure, the structure of administration, marketing, operation and financial aspect. Every information are included in this business plan.

3. This is the list of our group members that have been involved in the progress in completing the business plan:-

- 1) AZZATUL NATASHA BINTI AHMAD
- 2) DAYANG AFIQAH SHAFIRA BINTI AFANDI
- 3) NUR SABRINA NATASHA BINTI HARMY

---

## CONTENT

TABLE OF CONTENTS	PAGE
EXECUTIVE SUMMARY.....	1
GENERAL PLAN.....	2
1.0 Introduction.....	3
1.1.1 Name of the Business.....	3
1.1.2 Nature of Our Business.....	3
1.1.3 Name of Partners.....	3
1.1.4 Location of the Business.....	3
1.1.5 Date of Business Commencement.....	3
1.1.6 Future Prospect of the Business.....	3
1.2 Logo and Motto.....	4
1.2.1 Logo.....	4
1.2.2 Motto.....	4
1.3 Purpose.....	5
1.3.1 To Act as a Guideline For Managing The Business.....	5
1.3.2 To Analyze and Evaluate the Viability of A Proposed Venture.....	5
1.4 Company Background.....	6
1.5 Partnership Background.....	7
1.5.1 General Manager.....	7
1.5.2 Administrative Manager.....	8
1.5.3 Marketing Manager.....	9
1.5.4 Operational Manager.....	10
1.5.5 Financial Manager.....	11
1.6 Location of Business.....	12

## EXECUTIVE SUMMARY

After making some research on the business opportunity available in Kota Samarahan area, we have decided to specify our business in providing the delicious "Ais Kacang". Our group come out business plan and our organization will be known as "Eskac Paradise" which is located in The Summer Shopping Mall, Samarahan.

Every member in the organization is actively participating in the business. We have reached a consensus regarding the organizational of our company and has been decided Azzatul Natasha Binti Ahmad is selected as the General and the Marketing Manager, while Dyg Afiqah Shafira Binti Afandi as Administrative and Operational Manager and for Financial Manager, Nur Sabrina Natasha Binti Harmy was selected.

The management team was headed by our General Manager and assist with other manager. The General Manager is responsible in planning, leading controlling and organizing the business. Other than that, the administration manager is responsible for all administration job such planning and arranging the remuneration of schedule of salary and wages. Operational manager function is to monitor the business and supervising also coordinating the operation of the business. Besides, the marketing manager is responsible to create the marketing plan, market size as well as sales forecast. Lastly, financial manager is responsibility to manage all the financial process in the business, hence, preparing and controlling the cash flow of the business.

To summarize all, we had identify our opportunity and threats in this type of business. Therefore we decided to open the "Ais Kacang" store because of highly thinking that in that area does not have any "Ais Kacang" store also there is the specific and strategic location that has been found. Then, we easily to attract the customers because Summer Shopping Mall is the one and only Shopping Mall exist in the Kota Samarahan such the population in the area is bigger. Due to the reasons, we can achieve our long term goals and objective of our business.

## **1.0 Introduction**

### **1.1.1 Name of the Business**

Our company's name is Eskac Paradise. We decided to name our business as Eskac Paradise because 'Eskac' is a short form for 'Ais Kacang'. For example, 'Es' is stand for 'Ais', while 'kac' is stand for 'kacang'. Thus, Eskac Paradise means a paradise for everyone who loves 'Ais Kacang'. Hence, we as a teamwork, agree to create our company's name as Eskac Paradise.

### **1.1.2 Nature of Our Business**

Our main activity is about making the best 'Ais Kacang'. We are making various flavors of 'Ais Kacang', so that, it could attract more customer to come to our shop and purchase our 'Ais Kacang' with affordable price. Our objective is to satisfy everyone's craving for 'Ais Kacang'. Besides that, our business is not only making 'Ais Kacang', but we also serve the people with our various type of 'cucur' and 'Mee Belacan'.

### **1.1.3 Name of Partners**

Eskac Paradise was founded by our General Manager, Miss Azzatul Natasha Binti Ahmad. She is also working as Marketing Manager in this business and followed by another partner which is Dyg Afiqah Shafira binti Afandi as Administrative Manager and also Operation Manager. Lastly, our Financial Manager is Nur Sabrina Natasha binti Harmy.

### **1.1.4 Location of the Business**

Eskac Paradise is located at 1<sup>st</sup> Floor, The Summer Shopping Mall, Jalan Datuk Mohd Musa, 94300 Kota Samarahan, Sarawak. Our location is strategic since we are targeting the students, teenagers, adult, full time workers and everyone as our target customer. Our business is located near the universities such as UiTM and UNIMAS.

### **1.1.5 Date of Business Commencement**

The date of commencement for our business is two years from now which is on 19<sup>th</sup> November 2018. We start to open the business on 1<sup>st</sup> January 2019.

### **1.1.6 Future Prospect of the Business**

Our future prospect of the business is we want to be the best and well-known 'Ais Kacang' shop all over Kota Samarahan and also in Kuching. We will continuously making the best 'Ais Kacang' to satisfy our customer. Thus, we want our shop, Eskac Paradise, to be the top 'Ais Kacang' shop in town.