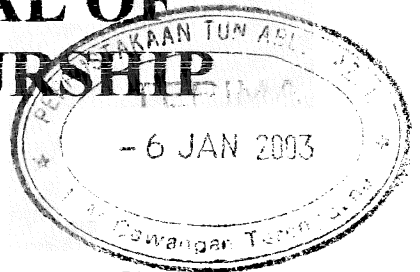




UNIVERSITY TECHNOLOGY MARA
FACULTY OF HOTEL AND TOURISM MANAGEMENT

FUNDAMENTAL OF
ENTREPRENEURSHIP
ETR 300



WHOLESELLERS OF SPICES

"SELERA MALAYSIA ENTERPRISE"

LOT 4124 JALAN PADANG TEMBAK,
16 100 KELANTAN,
DARUL NAIM.

PREPARED BY: -

✦ AHMAD SAFUAT BIN ABDUL KARIM	99376723
✦ SHARIFAH NORHAZLINA BINTI SYED HAMID	99169602
✦ AZHAN HJ ADNAN	99150704
✦ RAFIDAH BTE SAARI	99169579
✦ TARMIZI BIN ZAHARI	99105507

DATE OF SUBMISSION:- AUGUST 21, 2002

ACKNOWLEDGMENT

First of all , we would like this opportunity to give our appreciation and heartiest congratulation for the full support and effort of our members and the impartial competent management of committee office in successful to complete this business proposal (project paper ETR 300) . Not forgotten we like to give our special horned and thankful to :

❖ **Prof . Madya Madam Norshidah Ahmad.**

ETR 300 Tutor ,

MARA of Technology ,

23000 Dungun Terengganu.

❖ **Prof . Madya Mr. Farouk Zakaria.**

ETR 300 Tutor ,

MARA of Technology ,

23000 Dungun Terengganu.

These names have helped us in guiding us to gather useful information in finishing this report writing of our business proposal . this business proposal is on behalf our project paper ETR 300 of one compulsory subject for part 06 students in order to get the Diploma.

CHAIRMAN STATEMENT:-

In the name of Allah , Most Gracious , Most Merciful.....

On behalf of the **Selera Malaysia Enterprise** management , I am pleased to present our business report of this company recorded tremendous growth. These have given us a chance to compete in the business.

However , due to the regional currency crisis in year 1998 Malaysia began to experience a slow down economic growth and thus weakening the domestic and regional financial markets. With the positive economic growth and low inflation rate , Selera Malaysia Enterprise obtained the opportunity to record a phenomenal profit surpassing the target figure in just few years time. This make it a profitable in industry. The decision to set up this company is because of the prospect it have and bright future with just making creative drawing , illusion or work on a piece of plain glass.

Selera Malaysia Enterprise is aiming to monopolize all the market in Kota Bahru since there is lack competitors who doing this kind of business. With an improved financial performance will achieve the various aligned to face the challenges in the new millennium .

Selera Malaysia Enterprise is confident to continue achieving excellent result for the year 2002 and beyond . I would like to take this opportunity to express my sincere thanks and appreciation to the board of directors , management team and staff of Selera Malaysia Enterprise on their dedication and continuous commitment.

LAZAT DALAM ANEKA CARA! ! !

TABLE OF CONTENT

LETTER OF SUBMISSION	
CHAIRMEN STATEMENT	
AKNOWLEDGEMENT	
PARTNERSHIP AGREEMENT	
ORGANOZATION CHART SELERA MALAYSIA ENT	

CHAPTER 1

INTRODUCTION TO BUSINESS	1
THE PURPOSE OF BUSINESS PLANNING	2
BACKGROUND OF THE BUSINESS	3
BACKGROUND OF PARTNER AND SHARE HOLDER	4
LOCATION OF PROJECT	9
LOCATION MAP	10

CHAPTER 2(ADMINISTRATION)

ORGANOZATION PLAN	11
BUSINESS OBJECTIVE	12
BUSINESS STRATEGY	13
COMPANY GOALS	15
THE SELERA MALAYSIA MISSION & VISSION	16
ORGANIZATION CHART "SME"	17
ORGANIZATION CHART SUB-COMITTE	18
ORGANOATION STRUCTURE	19-20
ORGANOZATION PERSONNEL	21
FRINGE BENEFIT	22-24
JOB DESCRIPTION	25-27
LIST OF FURNITURE, FIXTUREA AND FITTING	28-29
OFFICE LAYOUT	30-34
ADMINISTRATIVE BUDGET	35-36

CHAPTER 3 MARKETING PLAN

INTRODUCTION OF MARKETING	37
LIST OF PRODUCT	38-39
TARGET MARKET	40-41
MARKET SIZE	42
COMPETITOR	43-44
MARKET SHARE	45
SALE FORCAST	46
MARKETING STRATEGIES	47-49
MARKETING BUDGET	50

CHAPTER 4 OPERATION PLAN	
OPERATING PLANNING	51-52
OPERATION STRATEGY	52-54
FLOW CHART PROCESS	55-56
WORK SCHEDULE OPERATION TIME	57
OUTPUT UNIT	58
MATERIAL / STOCK REQUIREMENT	59
FORCAST ACQUISITION OF MATERIAL / STOCK	61
LIST OF MECHINE AND EQUIPMENT	62-63
OPERATION LAYOUT	64
OPERATION BUDGET	

CHAPTER 5	
FINANCIAL PLAN	
JUSTIFICATION	
APPENDIX	