



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

S & S ROSSELLE

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PERMISSION LETTER

SUBMISSION LETTER

ACKNOWLEDGEMENT

INTRODUCTION

MAIN BODY OF BUSINESS PLAN

- ✓ **Executive Summary Letter**
- ✓ **Partnership Agreement**
- ✓ **Business Agreement**
- ✓ **Location Map**
- ✓ **Business Logo**
- ✓ **Partnership Background**

ADMINISTRATION PLAN

Introduction

Visions, Mission, Objective, Values and Goals

Organizational Chart

Job Description

Table of workers

Employees Intensive

Remuneration Schedule

Office Furniture and Equipment

Administration Budget



KOORDINATOR MEDEC

Rujukan Kami : 500-KDH (MEDEC. 15/2/1)
Tarik : 24 Ogos 2003

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang di kendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat didalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. Siti Shariza binti Illias (2001270916)
2. Siti Rohani binti Azmi (2001271498)
3. Norazura binti Ismail (2001271043)
4. Wan Hafisah binti Wan Mat (2001271784)
5. Nik Siti Hanan binti Nik Abdullah (2001271553)

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

Prof. Madya Maznah Wan Omar
Kordinator MEDEC
b.p Pengarah

INTRODUCTION

S & S Rosselle was focused in the Rosselle drink. It was located at Lot 3022 Pekan Simpang Kuala, Jln Lebuhraya Sultan Abdul Halim, 05400 Alor Setar, Kedah. This area near to Alor Setar city. The entire infrastructure is provided by Majlis Perbandaran Kota Setar (MPKS).

Our company is a partnership company that has been started with the capital contribution:

General Manager – RM30, 000

Each Partner – RM15, 000

And with the bank loan – RM 50,000

We choose our business because the number of Malay's entrepreneur in the particular field is too small. We are encouraged to interfere in this business because we want to help our Bumiputera especially Malay in getting the product. We also want to introduce the Rosselle product which popular in Kelantan and Terengganu. In addition, this business also promising a high margin of profit rate.

Lastly, we also assume that this business can widely expanded since the business is not popular in the north area. Based on our observation, the target market came from Pekan Simpang Kuala, Kuala Kedah, Tandop, Mergong and others area.

Besides getting the customer confidence and satisfaction, business plan is prepared for many reasons which it needs to be done in order to control all the business activities. The purpose is as follows:

- To identify and gain financial sources by the outside investment such as financial institutions.
- To identify the market area, customer price strategies and the competitive conditions under the business field involved.
- To ensure the business is profitable continuously, this means the profit will assist the capital circle or rotation in order to develop the business effectively and efficiently.
- To ensure customer satisfaction.
- By committing the business plan the business overall is able to manage the business activities as a guideline or guidance in order to achieve improvement. The business will be able to focus on the cause or deviation of planning before conditions become critical and have time to take ahead and avoid problems before they arise or exist.