



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI**

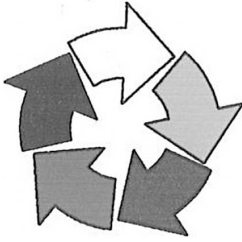
INTRODUCTION TO ENTREPRENUERSHIP ETR300

ZOOM CYBER PLANET

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CONTAINS

Submitting of Business Plan
Agreement Letter Between The Partners

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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 Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

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

Pelajar-pelajar berkenaan ialah:

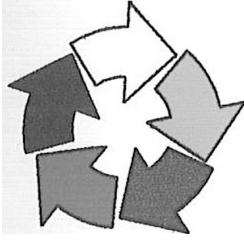
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 3. EKMAL HIJAZ B. JAMALUDDIN
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 - 5.

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

Sekian, terima kasih

Yang benar

MOHD. AZHAR OSMAN
Koordinator
b/p. Provos



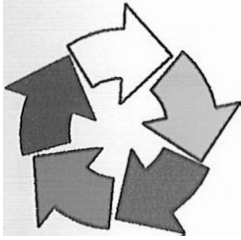
EXECUTIVE SUMMARY

Our business name is ZOOM CYBER PLANET. The concept of our business is Internet Cyber Café with food and drink shop and reading corner in it. We choose this business because it has a large potential development in our country.

Our business is a partnership. There are five important persons in the born of ZOOM CYBER PLANET who are being as a background of the business. The General Manager is Farizal Bin Jamaludin, the Administration Manager is Mohd Huzaiman Bin Mohd Hanafiah, the Operation Manager is Ekmal Hijaz Bin Ahmad Jamaluddin, and the Marketing Manager is Muhammad Noor Amin Bin Hj. Abd. Rahim and lastly, the Financial Manager is Amiruddin Bin Hj. Kamaruzzaman. Our business capital is RM 272 654.00. All the partners contributed 19.74% from the total capital, that is RM 17 300 each person. The General Manager contributed RM 23 254, which is 21.04% from the total amount of contribution. The balance of capital of our business is getting from the Maybank Finance Berhad. All the partners have a good academic qualification and experience in working. We also have One secretary, one cashier, one computer engineer and two labors to give the business more effectives and efficient in running it's business.

Our business was located at no. 232 Belissa Row, 10 550 Jalan Sungai Dua, Gelugor, Penang. We choose this location because it is located in a strategic area. There is University Science of Malaysia (USM) in front of our premise, housing area around our premise and secondary school, which is nearby. It will give good opportunities to us, to attract the customers to come by and buy and use of our services.

For the administration plan, we had agreed to rent a two-floor premise for RM per month. We also have done a renovation to create the harmony and comfortable environment, so we could work in calm and happiest. We also had bought needed fixtures and fittings to make our job more smoothly.



For the marketing plan, we had decided to do a different marketing strategy from our competitors. There are business cards, advertising in the newspaper, privilege card, banners, and discount coupon and price strategy.

For the operational plan, the business is open to public from 10.00 a.m. to 10.00 p.m. on Wednesday to Monday, 10.00 a.m. to 12.30 p.m. and continue from 2.30 p.m. to 10.00 p.m. on Friday. Our shop is close on Tuesday. We also made a renovation because we had prepared three special services. There are, Internet exploration services, food and drink shop and reading corner.

For the financial plan, we had agreed that for the first three years, the profit or loss will be given equally and for the continuously years, the profit will be given accordingly to the amount contributed by each partners.