



**UNIVERSITI TEKNOLOGI MARA SARAWAK KAMPUS
MUKAH**

**DIPLOMA IN BUSINESS STUDIES
SEMESTER JUN-OCTOBER 2016**

“SWEET PLACE”

PREPARED FOR: Mdm. NOOR EMMA BT SHAMSUDDIN

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TABLE OF CONTENT

1.0 General Plan	3-24
2.0 Administration plan	25-43
3.0 Marketing Plan	44-61
4.0 Operation Plan	62-92
5.0 Financial plan	93-107
Conclusion	108

1.0 General Plan

1.1 SUBMISSION LETTER

Zakiah Izzati Binti Bolhassan

Diploma in Business Studies (BM111)

UiTM Kampus Mukah,

Madam Noor Emma Binti Shamsuddin,

Lecturer of Fundamental of Entrepreneurship (ENT 300)

UiTM Kampus Mukah

Dear Madam,

Re: Submission of Business Proposal

As the company representative, I hereby present to you our proposed business plan for our Fundamental of Entrepreneurship (ENT 300) final year project. We have agreed to come up with SWEET PLACE as the name of our company. For your information, our business will operate under the food and beverages industry. Together with this letter, we submit our business plan.

2. First of all, we would like to thank you, Madam Noor Emma Binti Shamsuddin for your full support, advice and knowledge in guiding us on making the business plan a success. There were many challenges that we had to go through as we try to settle this project. Without your non-stop advice and support to us, we would not be able to make it a success in completing this proposal.

3. For every knowledge and experience that we gained, we will share and apply it for the future prospective especially in dealing this kind of project. Last but not least, we are willing to receive any recommendations and advice from you regarding this business plan.

Thank you.

1.4 EXECUTIVE SUMMARY

The name of our company is Sweet Place. The business is in the form of partnership which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. The main activity of our business is sell dessert. We provide the place for the customer to enjoy, parties or any event in our premise. Our concept is also accurate and suitable with the city lifestyle. There are no partners and all are entitled to participate in the business management.

We had agreed that Zakiah Izzati Binti Bolhassan as our General and Administration manager, Anisa Humaira Chik as the Operation Manager I, Dayang Fathin Syarwani as the Operation Manager II, Norasyikin Binti Talip as the Marketing Manager and Norfazila Binti Umar as Financial Manager .

The selection of General Manager is based on consensus among all partners and selected based on experience, skills and ability of partner. The management team will be lead and assist by the other managers.

The General Manager is responsible in planning, leading, controlling and organization the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business.

The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market.

Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

1.6 NAME OF THE COMPANY

The name of our company is Sweet Place. We had chosen this name due the business opportunity that we had discovered. SWEET PLACE itself brings of several meaning such as the sweetness of our product, the good service that we give to our customer and happiness to our customer. Our product is only about the sweet things.

1.7 NATURE OF BUSINESS

In our business, we had chosen partnership as the nature of our business. There will be no sleeping partner and this is to ensure all are active and together developing the business. The reasons we choose partnership are because:

- The ideas and knowledge among the top management can be shared and no idea will be taken for granted because the capitals are from the contribution of all shareholders.
- Able to less the risks and reduce the liabilities of the owner which it is distributes to all the shareholders
- To avoid the dictatorship way of leadership which leading the company.
- More persons that able to take the responsibility, clearer the objectives and aims can be achieved.

As check and balance which able to avoid mislead and misuse of sources.