

UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI

INTRODUCTION TO ENTREPRENUERSHIP ETR300

AIFIZANI'S PINEAPPLE VALLEY

PREPARED BY: A 11

MOHD RAFIDI KAMARUDDIN	**DIA**	**2000479575**
NURUL AIDYLLA YAACOB	**DIA**	**2000479893**
MAZNIAH AHMAD	**DIA**	**2000479289**
SHAHRUL NEDZA ZAKARIA	**DIA**	**2000479927**

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UNIVERSITI TEKNOLOGI MARA (UiTM)
CAWANGAN KEDAH

KOORDINATOR MEDEC

Kampus Sungai Petani
Peti Surat 187
08400 Merbok
Kedah Darul Aman.
Tel : 04-4574350
: 04-4571300 - 1066
Fax : 04-4574355
E-mail : tphcakdh@kedah.itm.edu.my

Rujukan Kami : 500-KDH (MEDEC. 15/2/1)
Tarik 16 JUN2002

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. Shahrul Nedza bt. Zakaria
2. Maznah bt. Ahmad
3. Nurul Aidylla bt. Yaacob
4. Mohd. Rafidi b. Kamurudin

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

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
Koordinator MEDEC
b.p Pengarah

EXECUTIVE SUMMARY

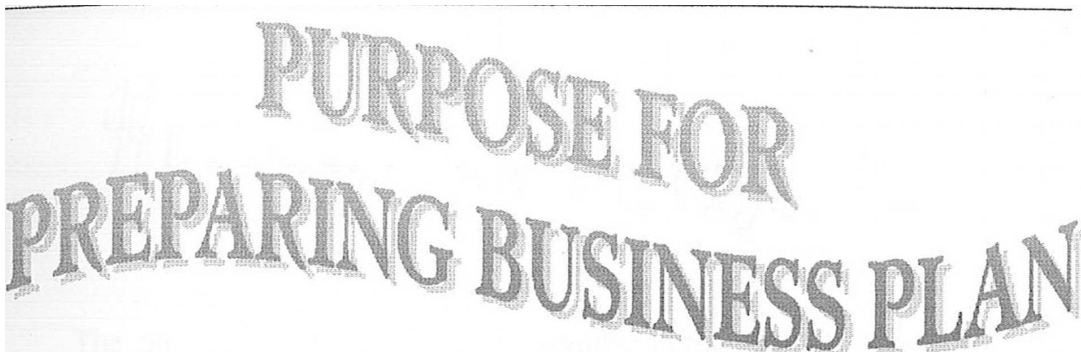
A comprehensive business plan helps us to analyze and evaluates the viability of our proposed project. This business plan is a guideline for us for running the business efficient and effectively. In order to running the business "*Aifizani's Pineapple Valley*", four aspect of area must be given a serious attention. Begin with administration plan, marketing plan, operational plan and lastly financial plan.

Administration plan consists of a managerial aspect such as organized and managed our daily business operation. In administration plan, it shows the ability to divide the task according to specified manager function based on qualification and skills.

Operational plan is the most important part in business operation activities such as ordering and stocking in order t meet our expectation and satisfaction. In general, operation plan provide the systematic flow process, effective working schedule to meet the company requirement and also to meet the customer satisfaction.

Marketing plan is a pulse of the company in order to achieve higher profit and maintain the image of the company in the market. In marketing plan, it can direct us on how to determine our own market target, product concept and forecasted sales. Marketing strategies is needed for producing the best product and the best services to our customers.

Finally yet importantly is the financial plan. The information of the financial flow is important to determine whether the company making profits or not. It is also essential for management line to make decision-making based on financial report for expanding the business in the future.



The business plan is prepared by *Aifizani's Pineapple Valley* as a guideline in managing the business and valuation from outside to convince them about our potential and stability. This business plan also is a document, which will give us the rough view on the business that is about to be done from different perspective. This business plan is prepare of the others following purposes:

- To apply a loan from bank to finance our additional capital that needed to start the business besides being as an assessment for a bank before giving out a loan.
- For customers and suppliers in given them view about our strengths in assets and financial. This business plan also as a guideline to a new entrepreneur who interested to involve in the same line of business.
- To convince our customers that we can gives a good product and services in the demand of the pineapple.
- As a guide to our company in order to manage our business more systematic for long term plan.