



اَوْنُو سِيْتِي تِي كُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTAL OF ENTREPRENEURSHIP  
( ENT300 )**

**TITLE: VILLA JENAZAH SDN BHD**

<b>DAYANGKU NURFARHANA LEE BT AWG JIDEL</b>	<b>( 2007140915 )</b>
<b>NURAFFETTI BINTI SAHAT</b>	<b>( 2007133009 )</b>
<b>NURULAIN BINTI DEWAN @ ABDUL RAHMAN</b>	<b>( 2007133013 )</b>
<b>WAN MOHD HAMIDI B. WAN AHMED</b>	<b>( 2007107189 )</b>
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## TABLE OF CONTENTS

NO.	ITEMS	PAGES
	EXECUTIVE SUMMARY	
1	INTRODUCTION	1 - 2
2	PURPOSE OF THE BUSINESS PLAN	3 - 4
3	LOGO AND EXPLANATION	5
4	VISION & MISSION	6
5	COMPANY BACKGROUND	7
6	CAPITAL CONTRIBUTION	8
7	SHAREHOLDERS BACKGROUND	9 - 13
8	LOCATION	14 - 15
9	ADMINISTRATION PLAN	16 - 46
10	MARKETING PLAN	47 - 69
11	OPERATION PLAN	70 - 92
12	FINANCIAL PLAN	93 - 108
	APPENDIX	



## EXECUTIVE SUMMARY

All the shareholders in our company have decided to give our company name as Villa Jenazah Sdn Bhd. We are doing our business in Private Limited Company which consists of five shareholders. There are Dayangku Nurfarhana Lee Bt Awg Jidel, Mohd Redha Al-fian Bin Arfan, Nur Affetti Binti Sahat, NurulAin Binti Dewan and Wan Mohd Hamidi Bin Wan Ahmed. Our Main activities are funeral rites. We will operate our business at Lot 7, Jalan Matang Jaya, 93050, Kuching, Sarawak.

In our business, each of the shareholders should have the responsibility to perform their own task at the best stage. This is important to gain a maximum percentage of profit and always keep on being a productive person. At the same time, we also want to help persons who are not able to manage it. This is also important for us to serve a good quality of "Fardu Kifayah" in Islam.

In order to achieve success in business, we are really concerned of quality and unity among the organization and customers. All shareholders are entitled to participate in the business management. We had agreed that Dayangku Nurfarhana Lee Bt Awg Jidel is our Manager. The Administrative Manager is Nur Affetti Binti Sahat while Wan Mohd Hamidi Bin Wan Ahmed as a Marketing Manager. Nurul Ain Binti Dewan as an Operation Manager and Mohd Redha Al-fian Bin Arfan as a Financial Manager.

The responsibility of the Manager is to plan, organize, staff, direct and control the entire business. The operation of our business is controlled and monitored by the Operation Manager. The Administrative Manager will monitor the production of the business, which includes monitoring the workers and also the workers' welfare. The Marketing Manager is responsible in preparing the marketing plan that includes market target, determined market size, identify market competitors, determining market share and also developing sales forecast marketing strategy. Lastly, our Financial Manager will handle all the financials such as preparing budget and financial statements for the company.

## **INTRODUCTION**

### **NAME OF THE COMPANY**

The project we want to propose a business which are a Islamic funeral rites. We have chosen to be known as Villa Jenazah SDN BHD in this industry.

### **NATURE OF BUSINESS**

Villa Jenazah SDB BHD is wholly owned by five Bumiputra Entrepreneurs which involved in domestic industry. It is business that consists of five persons who are also work in the company. All share holders are entitled to participate in the business management. We are also able to share many new ideas together to increase our quality and productivity of our business apart from following principle of syariah.

### **COMPANY'S ADDRESS**

Lot 7, Jalan Matang Jaya, 93050, Kuching, Sarawak.

### **BUSINESS DATE OF COMMENCEMENT**

03 January 2010

### **FACTORS IN SELECTING THE PROPOSED BUSINESS**

We choose this business because lack of competition. In this industry most of this business is monopolized by the elderly and as a youth we are responsible for expand in funeral rites. In addition, we want to implement in the conduct of entrepreneurial management.



## PURPOSE OF THE BUSINESS PLAN

The Business Plan is prepared for various reasons. Among the main reasons are:

- 1. To allow entrepreneurs to view and evaluate the proposed business venture in an objective, critical and practical matter.**

By using the Plan, entrepreneurs will have strong and well-ground information to supplement the planning as well as the decision making process. This way, Villa Jenazah Sdn Bhd has more realistic plan to do.

- 2. To analyze and evaluate the capability of a proposed business venture**

A Plan can be used to determine the usefulness and capability of a proposed business venture. The information gathering and analysis that is done as part preparing the Business Plan can give an early indication as to the capability of a project. Thus, the entrepreneurs can make a better decision before investing in the proposed business

- 3. To convince relevant parties of the investment potential of the project**

The Plan can also be used as a communication tool to convince potential investors of the viability of a proposed venture. The availability of a Plan will boost the confidence of interested parties to finance the cost of the venture. Potential investors may include financial institutions, private investors, suppliers and also government agencies.

- 4. As a guideline for business management**

The Plan can further be used as a guide for managing the proposed venture. In preparing it, the entrepreneur have laid down the plans and strategies for running the venture. When it becomes reality, the plans and strategies that have been said earlier will be an important benchmarks that will help the entrepreneurs measure his process.