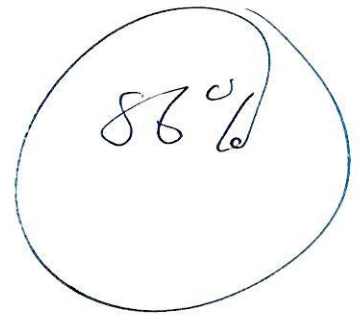




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UNIVERSITI  
TEKNOLOGI  
MARA



**UNIVERSITI TEKNOLOGI MARA SARAWAK**  
**KOTA SAMARAHAN**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)**

**AGERA MOBIL AUTO RENTAL**

**PREPARED BY:**

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## Executive Summary

Agera Mobil Auto Rental is the name that has been decided on the form of all the partnerships. Each partner has contributed certain amount of capital as agreed in our agreement. Our main business activity is to provide a car rental services. We have opened our office at Desa Ilmu, Kota Samarahan, Sarawak and opened on 1<sup>st</sup> January 2012.

All partners are encouraged and entitled to participate in all business management. We have agreed that Mohd Rohaizat Bin Che Mat as the General Manager, Muhammad Nur Anwari Bin Zulhaini as the Administration Manager, Ahmad Razif Bin Ahmad Ghazali as the Operational Manager and Marketing Manager, and Muhammad Syami Bin Abdul Razak as the Financial Manager.

The management team will be led by the General Manager and the other manager will help in other processes. The general manager is responsible in controlling, leading, organizing as well as plan the entire business. The administrative manager will be responsible in doing for all jobs relating to office administration. The marketing manager will be responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation of our business is controlled and monitored by the operation manager. This is where quality control and productivity will take place in order to improve the efficiency of the workers.

Finally, the financial manager will handle financial matters such as preparing for the budgets and financial statement for each department. All the financial statements need to be taken care of properly by our Finance manager.



## Introduction to Business Plan

“Agera Mobil Auto Rental” is the name that had been decided by all of us. The selection of the name “Agera Mobil Auto Rental” is taken to symbolize that cars that we provide is safe, comfortable and fast.

The main reason of existence of Agera Mobil Auto Rental is to give and provides the best and great car rental services for all of our customer that have interest and needed for our services. Those who live in Desa Ilmu area are mostly students that studied at Uitm, UNIMAS, and other IPTA and IPTS. The tourist come from all over the world come to visit Sarawak and also tourist from peninsular Malaysia. So, we are pretty sure that they are very needed of our services to access the place. Our business is just not a car rental services but we are also provide service and repair car and last but not least we also provide a car wash . We are provide cars for all kind of people either they are common people, VIP , VVIP and etc.

. As for the price, we are trying to give the best price for our customers. Our price is so reasonable because we know that our average customer and they still under their parents. We also give a discount to a regular customer and doing promotion during any festival or event.

We will choose the professionals and experience workers to run the business in order to achieve our goals which are to make our business and car rental's teritorty known by people.

We decide to choose Desa Ilmu area as our business main location. It is near to University Teknologi Mara of Kota Samarahan, UNIMAS and residences area. It is very strategic where because our target market are mostly the student from the different universities. In our organization, we believe that co-operation, sincerity, punctuality, efficiency, creativity, trustworthy, tolerance, respect, and innovativeness will guide us in our day to day life and directly will help us to motivates our self towards achieving our goals.

## MARKETING PLAN

Marketing is the process of planning and executing the product strategy, pricing, promotion, and distribution. Marketing also defined as the activities that are carried out systematically to encourage and increase sales of product or services as long as the activities are according with religious and ethical practice in line with rules and regulations.

Marketing is defined by the AMA as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners ,and society at large."

**Marketing** is used to identify the customer, satisfy the customer, and keep the customer. With the customer as the focus of its activities, marketing management is one of the major components of business management. Marketing evolved to meet the stasis in developing new markets caused by mature markets and overcapacities in the last 2-3 centuries. The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying.

The term marketing concept hold that achieving the organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions . It proposes that in order to satisfy the organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

The term developed from an original meaning which referred literally to going to a market to buy or sell goods or services. Seen from a systems point of view, sales process engineering marketing is " a set of processes that are interconnected and interdependent with other functions, whose methods can be improved using a variety of relatively new approaches."

The marketing planning process involves forging a plan for a firm's marketing activities. A marketing plan can also pertain to a specific product, as well as to an organization's overall marketing strategy. Generally speaking, an organization's marketing planning process is derived from its overall business strategy. Thus, when top management are devising the firm's strategic direction or mission, the intended marketing activities are incorporated into this plan. There are several levels of marketing objectives within an organization. The senior management of a firm would formulate a general business strategy for a firm. However, this general business strategy would be interpreted and implemented in different contexts throughout the firm.