



اَوْبَهُرْ سِيْتِي بَاتِيكُو لُو كِي مَبَارَا  
UNIVERSITI  
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MARA

**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING**

**SAMARAHAN CAMPUS, SARAWAK**

**DIPLOMA IN BUILDING (AP116)**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

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### 1.3 EXECUTIVE SUMMARY

Our company name is Maid Cafe. We have decided to form a partnership business. Each partner has contributed certain amount of capital as agreed in our agreement. Our main business activity is to serve our customers with quality and is supremely focusing on customer's satisfaction to provide western foods and drinks which fit customer taste and healthy. We will open our business at Summer Mall, Kota Samarahan, Sarawak.

All partners are encourage and entitled to participate in all business management. We have agreed that Nuramalina binti Mazideh is the General Manager and Nur Amiza binti Mohd Brawei is the Administration Manager, Diane Sheila Felecia will be the Operational Manager, Nur Arinah Syahirah binti Aziz will be the Marketing Manager, and Joshua Jerry bin Jerome will be the Financial Manager.

The management team will be lead by the General Manager and other manager will help in other process. The general manager is responsible in controlling, leading, organizing as well as plan the entire business. The administrative manager will responsible in doing all jobs relating to office administration. The marketing manager will 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. The financial manager is responsible in dealing with financial statement and balance sheets. Other than that, handle every cash flow and financial transactions of the business.

## 1.4 INTRODUCTION TO BUSINESS PLAN

A business plan is a formal statement of a set of business goals, the reasons they are believed attainable and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals. Business plans may also target changes in perception and branding by the customer, client, taxpayer or large community. When the existing business is to assume a major change or when planning a new venture, a 3 to 5 years business plan is required, since investors will look for their annual return in that time frame. The idea behind putting together a business plan is to enable owners to have a more defined picture of potential costs and drawbacks to certain business decisions and to help them modify accordingly before implementing these ideas.

Maid cafe is a partnership business which ventures and major with the selling western foods and drinks. The business is in form of partnership which consists of five shareholders. All shareholders had agreed as stated in an agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it is a one type of business which has good potential to get profit. Besides that, shareholders always give commitment with our business.

## 2.1 INTRODUCTION OF ADMINISTRATION PLAN

Administration plan is the important role in order to maintain and controlled the business efficiency. Administration is also important roles in operates a particular business. In our group members, administration should have be responsible in their own job to ensure the strategy of management in the organization goes smoothly.

Beside that, administration also have to be emphasized. This is because, we have to make sure that our business management runs smoothly and efficiently in order to achieve our goal and consistency and development of the organization. Administration is the one that control the workflow of every worker. The important of the business is including the strategic location and the equipment and also the other resources that needed by the business.

For our company's organizational chart, it consists of five main members of the company which are the General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager. Each of our member in our company taking only one position for our business.

Strong administrative managers are organized and detail orientated with good analytical skills to run day-to-day operations. They value the point-of-view of those who are expected to operate often complex systems. With the speed of change in business, it is important for administrative managers to stay up to date on developments in the business and office environment.

The managers in our company are equipped with skills and knowledge in their own specific field. The distribution of tasks is to make sure that all the works are done accordingly and also to avoid partners from doing multi-tasking. On the other hand, it is also to fix any weaknesses to increase the business opportunity of the company.