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FUNDAMENTAL OF ENTREPRENEURSHIP
ETR 300

BUSINESS PROPOSAL
BORNEO HONEY ENTERPRISE

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**BORNEO HONEY ENTERPRISE**

1. INTRODUCTION

1.1 EXECUTIVE SUMMARY

Our company name is Borneo Honey Enterprise and the business is in a form of partnership, which consists of five partners. Each partner will contribute a certain amount of capital as an agreement. Our main business activity is harvesting and supplying honey to our customers. Our business will be operating at No. 85, Song Plaza, Jalan Song, 93350 Kuching, Sarawak and it will be launch at the beginning of 10th JANUARY 2010 that is on Sunday and will be commence on the 11th JANUARY 2010 that is on Monday.

All partners are entitled to participate in the business management. Therefore, we have agreed that Drusella Brigit Anak Rijeng will be our General Manager, Angelica Anak David Bahok as our Administrative Manager, Lenny Anak Mangai as our Marketing Manager, Patricia Anak Aramrie as our Operation Manager and Anna Anak Aji as our Financial Manager.

The management team is led by the General Manager and assisted by other managers. The General Manager is responsible in planning, leading, organizing and controlling the entire business. Meanwhile, the Operation Manager will control and monitor the operation of our business. All workers who work in Borneo Honey Enterprise will be under the supervision of the Operation Manager. This is where the quality control and productivity takes place. On the other hand, the Marketing



2.0 PURPOSE OF BUSINESS PLAN

Borneo Honey Enterprise has its own purposes of why the Business Plan is needed. Our purposes of having a Business Plan are as follows:

1. Business Plan is a framework for us to achieve the business goals.

To become one of the most successful businesswomen's in terms of harvesting and supplying honey, we must own a framework which will be a useful guideline for all of us to make sure that all the steps which are essential has been taken. Therefore, a good Business Plan must consist of planned strategies on how we operate our business. In addition, we also can avoid from incurring too much costs as well as aim to find alternative ways to maximize our profits by analyzing our budget expenditures and our marketing strategies.

2. To estimate the cost in order to establish the business.

By having an appropriate Business Plan, we can make sure that the cost that we had spent does not exceed the budget. That is why; the Business Plan is absolutely in need to forecast all the expenditures that could happen in the future. With this, if there is over expenditure, it can be avoided and the risk of loss also can be reduced.



BORNEO HONEY ENTERPRISE

5.0 THE LOCATION OF BORNEO HONEY ENTERPRISE

good place



Borneo Honey Enterprise will be located at No.85, Song Plaza, Jalan Song, 93350 Kuching, Sarawak, Malaysia. The main reason of why we had chosen this area was because it is situated at the hearts of Kuching city and our operation site. Apart from that, our location is very strategic as we all know that this area are the main road to Kuching city where all Kuching citizens ever passed by the location. Besides, our company is also located near several landmarks of Kuching city such as the Sultan Iskandar building, Swinburne and Inti College building, Petronas station and supermarkets. Moreover, our clients will be much happier since our location of business is situated near to them, especially those who are living in the Kuching city itself.