



**UNIVERSITI TEKNOLOGI MARA  
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**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ETR300)**

**BUSINESS PROPOSAL  
OF  
EXUBERANT STAR**

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**Submission date:**

7<sup>TH</sup> APRIL 2006

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## **EXECUTIVE SUMMARY**

Exuberant Star is our company name. The business is in the form of partnership which consists of five members. Each partner contributes certain amount of capital as agreed in our agreement. Our main business activity is to provide service. Our business will be operating at Sublot 71, Desa Ilmu Commercial Centre, Phase 2, Jalan Datuk Mohd Musa, 94300; Kota Samarahan. It will be commerce in the beginning of 1<sup>st</sup> January 2007. All partners are entitled to participate in the business management. We all agreed that Edwina Gilmelda Edwin is our General Manager, Abdul Rahman B. Mostapha is Administration Manager, Jennifer ak. Jemat as Marketing Manager, Melati ak. Ah Nen our Operation Manager and Catherine Remunai ak. Adut Andie ak. Joshua Meling as our Financial Manager. The management team is lead by the General Manager and assisted by other manager. The responsibility of General Manager is planning, leading, organizing and controlling the entire business. The Administration manager is responsible for all jobs relating to office administration. The Marketing Manager responsible in preparing the marketing plan, which include the identify the target market, determining the market size, identify the market competitors, determining the market share, developing sales forecast marketing strategies. The Operation of our business is controlled and monitored by the Operation Manager. All workers who work in our shop will be under supervision of the Operation Manager. This is where quality control and

## 1.0 **INTRODUCTION**

### 1.1 **NAME OF COMPANY**

We agree to give our business name as “**Exuberant Star**” as the company of event planner that provides the best service for our customer. **Exuberant means full of energy, excitement and happiness while star means the quality and the best of group.** This we ensure that we provide our customer with the high class services from the set up of the event until it ends because we believe that our customer pay us the money and they also have high hope on us to make their event the best and worthy for their money. We will also work with full energy, excitement and happiness to ensure that the event we organized or planned are succeed and be a memorable moment for our customer. It is our duty to make our customer feel that we appreciate and valued them. The Exuberant Star means that our business runs a business on event planner that consists of official functions, wedding reception, birthday party and other functions and where we want to provide the best service to our customer. The concept of our business is that, customer can go to our premises to get our services where we will provide them with all the information they need to organize the best event such as we provide the information about the packages that we have for different event include with the price, food, hall, and everything that they insists. These we believe by providing the customer with vary

## **2.0 ADMINISTRATION PLAN**

### **2.1 INTRODUCTION TO ADMINISTRATION**

A business needs a productive and proactive management that can run the company efficiently and effectively. In a good business management, everyone should play their role and participate in order to create a good and effective working environment as a whole. Shareholders especially, must know what are the specialties and the abilities that can actually boost the enthusiasm and morale of working within a company. Everyone, on the other hands, must contribute to accomplish a mission who are the shareholders aimed to achieve the goals that are not be impossible to be achieved and will be a success if everyone knows what to do and will play their part.

In this addition of administrative plan, many things should be pondered at especially the deals that come across to management itself and the administration as a whole as well. For these purposes, all of the shareholders should have to understand better in achieving their planned goals and objectivities. These will include the description of jobs that actually possessed by our own shareholders and had given according to skills, ability and role-play. This will actually explain well in terms of their position, roles and the responsibilities within the company.