



MENTARI JEWELLERY

ETR 300

BASIC ENTREPRENEURSHIP

**FACULTY OF CIVIL ENGINEERING
UNIVERSITI TEKNOLOGI MARA
SHAH ALAM**

PREPARED BY :

**MOHD NAIM B.ABD WAHAB
ZAIDI B.MOHAMAD
SHAHRENN SABARUDIN
AHMAD SHAWALUDIN B.ABD.MANAN
MOHAMAD SYAHRIR B.MOHD SUHAIMI**

**2000118644
2000519181
2000550688
2000480730
2000480762**

SUPERVISED BY :

**PROF. MADYA ROSLAN B.ABD.RAHIM
PN.LAILA BINTI MOHAMAD KAMARUDDIN**

CONTENTS

- i. Permission Letter
- ii. ~~Partnership Agreement Letter~~
- iii. Preface
- iv. Acknowledgement
- v. Letter of loan application
- vi. Submittance Letter

1. INTRODUCTION

2. PURPOSE

3. BACKGROUND OF THE BUSINESS

4. BACKGROUND OF PARTNERSHIP

- General Manager
- Administrative Manager
- Marketing Executive
- Operation Executive
- Financial Manager

5. LOCATION OF PROJECT

- Map of Location

6. ADMINISTRATIVE PLAN

- General Business Objective
- Organization Chart
- Administrative Personnel
- Fringe Benefit
- Job Description
- List of Office & Furniture Fitting
- Office Layout
- Administrative Budget

7. MARKETING PLAN

- Introduction
- List of Product
- Target Market
- Market Size
- Competitor
- Market Share
- Pai Chart
- Sale Forecast
- Market Strategies
- Marketing Budget

8. OPERATION PLAN

- Flow Chart Process
- Operation Process
- Work Schedule Operation
- Material / Stock Requirement

9. FINANCIAL

- Back Ground
- Sales & Purchase
- Organisation Budget
- Marketing Budget
- Operation
- Project Cost & Financing
- Forecasted & Performance
- Depreciation of Fixed Assets
- Pro-Forma Cash Flow Statement
- Pro-Forma Income Statement
- Pro-Forma Balance Sheet
- Financial Ratio

10. JUSTIFICATION

11. APPENDIX



**UNIVERSITI
TEKNOLOGI
MARA**



Bangunan MEDEC (Blok 13)
Intekma Resort & Convention Centre
Universiti Teknologi MARA
Seksyen 7, 40000 Shah Alam
Selangor, Malaysia.
Tel. : 603-55225466
55225461
Fax : 603-55225467

Tarikh : 17 Julai 2003
Surat Kami : 500-MEDC(15/2/1)

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan,

PER: ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar Fakulti Kejuruteraan Awam (EC 110) yang sedang mengikuti matapelajaran Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) - UiTM pada semester ini.

Salah satu daripada syarat di dalam mata pelajaran tersebut ialah pelajar-pelajar dimestikan menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek perniagaan yang mereka pilih.

Pelajar-pelajar berkenaan ialah:

- | | |
|-------------------------------------|--------------------|
| 1. Zaidi B.Mohamad | 821123 - 04 - 5259 |
| 2. Mohd. Naim Bin Abd. Wahab | 821127 - 11 - 5509 |
| 3. Shahrenn Bin Sabarudin | 820404-10-5655 |
| 4. Ahmad Shawaluddin Bin Abd. Manan | 820227-11-5501 |
| Mohamad Syahrir B. Mohd Suhaimi | 820817-10-5485 |

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Terima kasih.

Yang benar,

LAILA BINTI MOHAMMAD KAMARUDDIN
Pensyarah MEDEC

myma.

MENTARI JEWELLERY ENTERPRISE

No.31E, Ground Floor,
Jalan Tengku Ampuan Zabedah,
F9/F Seksyen 9, 40100 Shah Alam,
Selangor Darul Ehsan



PREFACE

Alhamdulillah, to all mighty Allah S.W.T because of the blessing that have been giving, we have successfully carry out our task to finish out this business plan with this guidance that enable us to go through this leap and bound patiently and fully dedication.

Truly, in running this business, we must firstly consider or recognize all problem and risks that we might have to face on.

Undeniable, this business plan is very important for person and individual those who want to involve in this business field. Therefore, it is not complete or effective in one business does not have any guidance for business plan. This is because the business plan will help to recognize the prospect of development and the direction of the business.