

MARA UNIVERSITY OF TECHNOLOGY
CAMPUS KOTA KINABALU

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)

RAFFLESIA BOWL LANE

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DATE OF SUBMISSION
09 APRIL 2007



ACKNOWLEDGEMENT

In The Name of God, the Most Gracious and the Most Merciful

All The members of partnership are as follows:

Firstly, we would like to thank and express a high appreciation to all the individuals that had helped us a lot in producing and completing this business proposal.

Thank you to our ETR 300 tutor, Ms Patricia Natin, the person that helped and guided us a lot through doing this business proposal. We also would like to thank Associate Professor Mat Yasin Jamil, the ETR 300 lecturer and MEDEC Coordinator, Mrs. Jasmine Bt. David who had been helping us and giving us encourage toward preparing this business proposal.

Moreover, we are also undoubtedly to thank those who helped us in fulfilling the entire requirement needed in completing this business proposal. Thank you to our parents and friends that give us support because without their help we might not reach until here. Not to be forgotten, all the group members that had strived a lot and giving full commitment to finish this business proposal.

Finally, we hope that this business plan will give benefits and become useful to those who make it as a reference or guidance in some other time.

Thank you.

•	Abd. Rashid B. Mohamed Hamidi	Administration Manager
•	Artifah Adilah Bt. Ahmad Senuai	Marketing Manager
•	Nurul Sakeenah Bt. Ishak	Operation Manager
•		Financial Manager

2. All partnership members agreed to name the business as Rafflesia Bowl Lane and the address as below:

Rafflesia Bowl Lane

2nd Floor, 1 Borneo Hypermall, Jalan Sulaman, Kota Kinabalu, Sabah

SUBMISSION LETTER

Executive Summary

This business plan proposal consists of 11 different contents that are introduction, purposes, business background, background of partners, business logo, administration plan, marketing plan, operation plan, financial plan, conclusion and appendices. The date commencement of this business is on the month of April 2008. We named this business as Rafflesia Bowl Lane. Our business location located on the 2nd Floor of 1Borneo Hypermall at Jalan Sulaman Kota Kinabalu Sabah. There are five of us involved as a partnership business and each of us will contribute RM 30,000.

Section A good planning is important as to achieve the purpose of the business. The managers who are involved in this business manage efficiently on their budgets part as to make sure the business plan will run smooth and strong. In the end, we are hoping that our business plan proposal may satisfy and fulfill the requirement of ETR 300 course.

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