

MARA UNVIERSITY OF TECHNOLOGY  
SABAH CAMPUS

ENTREPRENEURSHIP (ETR 300)

BOOK SHOP

'RED ANTZ BOOK SHOP'

PREPARED BY:

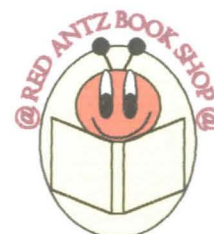
LARRY PAULUS	2001121874
WAN NORHANIZA WAN AHMAD	2001339239
WAN MALIZA WAN MOHAMAD	2001363763
RUHAIDAH MOHD. YUSOF	2001339214

22ND SEPTEMBER 2004



## TABLE OF CONTENT

CONTENTS	PAGE
Letter Of Transmittal	i
Company's Logo And Description	ii
Preface	1
Acknowledgement	2
Partnership Agreement	3
1.0 Introduction To Business	7
2.0 Purpose	8
3.0 Company Background	9
4.0 Partners Background	10
5.0 Location Of The Business	14



ETR 300 Students  
UiTM Sabah Branch  
Locked Bag 71  
88997 Kota Kinabalu  
Sabah

SALINAN FOTO TIDAK DIBENARKAN

MEDEC Coordinator  
UiTM Sabah Branch  
Locked Bag 71  
88997 Kota Kinabalu  
Sabah

22<sup>nd</sup> September 2004

Sir,

### **BUSINESS PLANNING HANDOVER**

As stated above, we the partners of Red Antz Book Shop would like to hand over our company's business plan report, because of the near due date.

2. Our group is glad to be assigned with this business plan, as it compliments us with experience as well as in views about operating a business. While doing so, we also have the chance to communicate with people involving the business sector.

3. We truly hope that you will be pleased reading and analyzing our group's business plan. Finally, we also would like to express the guidance in making this business plan successful.

Thank you.

HAKMILIK  
Perpustakaan  
Universiti Teknologi MARA  
Sabah

Yours faithfully,



(LARRY PAULUS)  
General Manager  
Red Antz Book Shop



## 1.0 INTRODUCTION

The name of our group business is **Red Antz Book Shop**. The nature of our business is a partnership form. Mainly, our industry profile is selling magazines, newspaper as well as novels. Furthermore, our business also focuses on book rental to our customers. We started our business with the total capital amounting RM60, 000.00, with 5 staffs to operate it. This includes, General Manager, Administration Executive, Marketing Executive, Operation Executive, Financial Executive and cleaner. **Red Antz Book Shop** conveniently located in Grace Court, Sembulan. The date of commencement of our business is on 1<sup>st</sup> January 2005. We have chosen to create this type of business due to the high demand of the residents of Grace Court and Taman Sempelang. This is because currently, there is only one shop that sells reading materials to the residents. Furthermore, this type of business is beneficial to both entrepreneur and the customers. The reason behind this because the time spent in the shop will also not be wasted by reading. Another factor that indeed contributing our choice of business is to develop new trend in the current location, that is to create a reading community. The future prospects of our business are to expand our business equipped with more highly trained staff, more choices on the reading materials and preferably developing our own book publishing company.



## 2.0 PURPOSE

The purpose of this business plan is created and prepared by **Red Antz Book Shop** are as listed below:

- As a fulfillment of Entrepreneurship (ETR 300) subject
- Obtain information and insight on business requirement
- As a guideline in managing the selected business
- To give exposure in 4 different perspectives, in the business plan; administration, marketing, operation and financial
- Get first-hand experience on operating small business
- To observe the flow of the business operations and to control the business finance money flow as well as profit or loss earning
- To give an overview of the particular type of business, whether it will succeed or not in the chosen location

