



UNIVERSITI TEKNOLOGI MARA SARAWAK

MANUK ENTERPRISE

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DIPLOMA IN PLANTING INDUSTRY MANAGEMENT (AT110)

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Letter of Transmittal



MANUK ENTERPRISE

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27 OCTOBER 2010

Dear Miss,

THE TRANSMITTAL OF THE BUSINESS PLAN

We are hereby present you the report on the project of Basic Entrepreneurships (ETR 300) student as authorized by you on 27 October 2010. We agreed that our business name is Manuk Enterprise and located at KM3, Lot 501, MUKAH-OYA ROAD, 96400 MUKAH, SARAWAK

2. For your information, here we attempt to you the most information on the subject in impartial manner and believe that it will be valued to and this entrepreneur training research subject.
3. Here we declare this report is our own investigation except where otherwise stated. Other sources are acknowledged by references and bibliography.

1.1 Introduction

Business plans are “road map” for business creation. It’s meant “You identify your origin, select a destination, and plot the shortest distance between the two points”. In other word a business plan also known as a detailed blueprint for activities needed to establish a business for example details of product or service, the market for the product or service, and the management of the business providing that product or service. Besides that, business plans also the “Yardstick” by which a business owner measures success in meeting stated goals and objectives. Last but not least business plan is a tool for obtaining a loan from lending agency, or for attracting venture capital.

We decided to name our company as MANUK ENTERPRISE which is form in partnership. Our business plan is focus on producing and selling CHICKEN. Apart of producing and selling chicken, we also selling the good varieties of collect and selling the chicken manure as organic fertilizer for the farmers.

2.1 Introduction

Administration is an important component of one of the organization. Administration has a significant impact on every functional areas such as marketing, operation and financial throughout the organization. To ensure our business activities can be successfully operated, we need the administration manager to manage the efficiency on the management.

Our business activities administration plan is important to use the five basic management functions of planning, organizing, staffing, leading and controlling in order to maintain the smoothness of the organization. Failing to perform the functions means our business activities will not work and run smoothly.

Administration manager is responsible to report to the general manager who is mainly concerned with the business activities. Besides that, the administration section has to manage the overall business objectives and goals. Administration plan is important to assure the efficiency and properly used of specialized office equipment. The administration manager has to develop effective measurement standard and layouts for getting the work done. In addition, the administration manager prepares and provides the needs and requirement for the employees.

To conclude, the administration manager plays an important role in each of the functional areas within our business activities.