



UNIVERSITI TEKNOLOGI MARA SARAWAK

NU SCAPES ENTERPRISE

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EXECUTIVE SUMMARY

Nu Scape Enterprise is the company that will provide the best service in the designing desires exterior and interior design for our customers house. This company is build up in order to fulfill the believes on the chance of success if we open up our Nu Scape in Mukah. We realize that there are no company in Mukah that provide people in Mukah with this type of service other than us. So, we perfectly sure that this business will successfully accepted by people in Mukah .

We open up this type of business and decide it to be operate in Mukah is based on many reasons. First, we realize that if we open up this type of business we do not have any competitors and this make us easy to know the suitable price that we can give to our customers, we already have our own target market , and we already decide the best marketing strategies , management strategies that will include our financial management that we know is the heart of any business and any successful strategies that will fit our Nu Scape best. We also feel that people in Mukah also must have a chance to have their ideal house concept , ideal interior decorations and suitable accessories for their house because we know that people always fit their house with unsuitable accessories ,and with our service ,we will overcome this problem and give them the best accessories for their house where they will have them with affordable price. Nu Scape will provide the best service for the customers and we guarantee that customers will satisfied our service.

Nu scape is form of partnership between 4 friends who study in MARA University of Technology (UiTM) in Diploma planting Industry Management. With this qualifications and knowledge , we open up this Nu Scape . The marketing is focusing on Mukah people in its division, which are Dalat, Matu and else.

INTRODUCTION TO BUSINESS PLAN

A business plan is any plan that works for the business to look ahead ,allocated resources , Focus on the keypoints and prepare the problems and the opportunities.

A business plan also need to include the start up plan. Start up plan including the summary , mission statement ,key to success , market analysis and break even analysis. . This kind of plan is good for deciding whether or not to proceed with the plan , to test if there is a business worth pursuing , but it is not enough to run a business with. Besides that, business plan also the 'yardstick' by which business owner measures success in meeting stated goals and objectives.

We decided to have our company with Nu Scape which meant New Landscape and name in partnership. Our business is focusing on providing our customers with best design of the new concept on exterior and interior for their house. Our Nu Scape will make our customers dreams comes true by providing them with our "five star" service by making their house look different from before and we will make sure that they will never think that their house will turn into "desired heaven" with beautiful exterior and interior design , beautiful decorations , suitable paintings , and suitable accessories .

We open up our Nu Scape in Mukah because based on our survey, there still no any company that provide service like Nu Scape. We think that we must fulfilled this opportunity to open up this type of business and must willing to take all the risk. People always want to buy the best furniture and any expensive accessories for their house but the problem will appear after they had bought everything because they will find out that all the stuff that they bought for the house are not suitable and as usual everyone wants their house look attractive but when they bought all the stuff for the house without proper plan and design, the attractive point is not there, not even one. Therefore ,Nu Scape are here to fix this type of problems by giving them (customers) choices , by knowing varieties of concept , decorations , paintings , and other stuff that can make their house attractive. And we promise that their house will look different after our " Special Touch" as our motto , " You Can See The different"

INTRODUCTION TO ADMINISTRATION

In business, administration consists of the performance or management of business operations and thus the making or implementing of major decisions. Administration can be defined as the universal process of organizing people and resources efficiently so as to direct activities toward common goals and objectives.

Administrator can serve as the title of the general manager or company secretary who reports to a corporate board of directors. This title is archaic, but, in many enterprises, this function, together with its associated Finance, Personnel and management information systems services, is what is intended when the term "the administration" is used.

In some organizational analyses, management is viewed as a subset of administration, specifically associated with the technical and mundane elements within an organization's operation. It stands distinct from executive or strategic work. In other organizational analyses, administration can refer to the bureaucratic or operational performance of mundane office tasks, usually internally oriented and reactive rather than proactive.

Moreover according to Oxford Advance Learner's dictionary, administration means the running of the business or the action of giving out or applying something. Administration also mean activities that are done in order plan organize and run a business, school or other institution. Therefore, the administration the important task to running or operates a particular business due to the successful of that business. This is because, to ensure the business can run effectively and smoothly through administration plan.

Besides. the concept of business administration encompasses all aspects of owning and operating a business. This includes everything from business management to marketing of the goods and services being offered. Universities and colleges offer bachelor's degrees in business administration and many also offer masters degrees and PHDs. These are certainly helpful, particularly if someone is planning to try and find work with a large corporation, but not absolutely necessary for those individuals starting a small business on their own.