



اَوْنِبُو سِيَّتِي تِيكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINSTRATIVE SCIENCE AND POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION

ETR 300

ENTERPREANURSHIP

BUSINESS PLAN

- ANEKA KEREPEK-

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PREPARED TO:

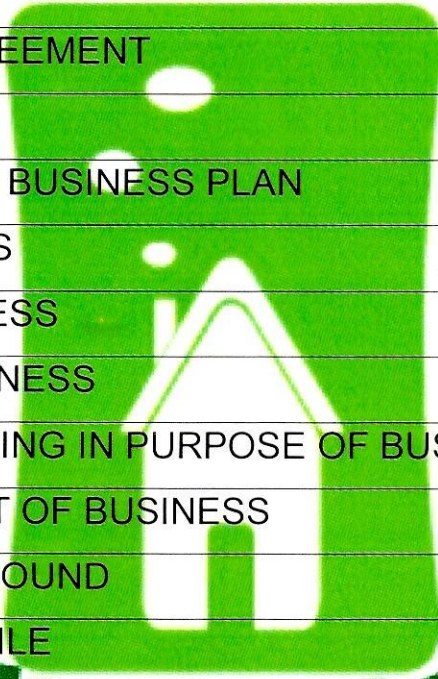
SIR JAMESSON GARRY DICKSON

SUBMISSION DATE:

1ST APRIL 201

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AMERKA KEREPEK

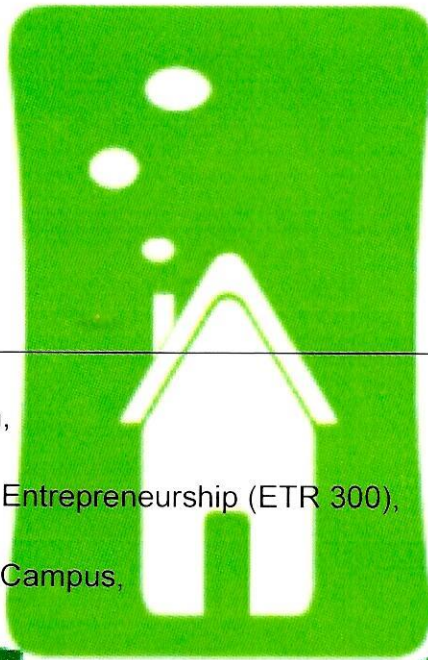
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II. Submission Letter

Aneka Kerepak,
Lot 315 & 316,
1st & 2nd Floor,
Lorong Rubber Road,
93050, Kuching,
Sarawak .

1 April 2011

En Jamesson Gary Dickson,
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94300 Kota Samarahan,
Sarawak.



ANEKA KEREPEK

sekali rasa, pasti nak lagi

Dear Sir,

Re: Submission Of Our Business Plan

Based on above statement, I, Roshida Binti Bujang, as the general manager of Aneka Kerepek, acting on behalf of my group partner in this business project, would be like to submit our business plan to you for your reviewing purpose.

III. Executive Summary.

The name of our company is Aneka Chips. The business is in form of partnership which consists of six members. Each partner contributes certain amount of capital as agreed in agreement.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Roshida Binti Bujang as the General Manager, IraLoritha Acho as Marketing Manager, Juraidah Binti Nen as the Operational Manager, Narazila Binti Naha as the Administration Manager and Syarmila Binti Sarkawi as the Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. The Operational Manager is responsible to the entire job that related to the operation and will be supervising and coordinating the operation of the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. Lastly, the Financial Manager will be handling the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

1.1 Introduction of Business Plan.

Aneka kerepek has decided to venture into business of providing junk foods product with hope to be successful in the world of entrepreneurship. Our food product which come from the plant like banana, tapioca, yam and breadfruit. This is the one element that government emphasis in increased the economic development in term of agriculture fields. Agriculture field is now popular in community and the demand is increasing. Thus, an the idea of creating a potential this business created.

Aneka Kerepek in form of partnership which consist of five partner. Our major focus is to produce a healthy and fresh product from main materials that be used. It is our passion to encourage a healthy eating habit among the customers. Besides that, we are looking forward to commercialist 'Aneka Kerepek' to the international level beside at the local level. We are very optimize that this business will gain a large profit. The industry itself grow tremendously from a small family business that worth a million ringgit.

All partners had agreed as stated in agreement letter which consist amount of capital, profit and loss will be divided as stated ratio in partnerships, the will be a lot of ideas, talents and skills can be pooled together for better future management of our company in the future.

