

UNIVERSITI TEKNOLOGI MARA SARAWAK



FALCUTY OF ADMINISTRATIVE OF SCIENCE AND POLICY

DIPLOMA IN PUBLIC ADMINISTRATIVE

AM110

FUNDAMENTALS OF ENTREPRENEURSHIP

ETR 300

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1.2 SUBMISSION LETTER

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SARAWAK.

22 APRIL 2011

Sir,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company Big Boys Toys car accessories, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until we finally completing according to time given and as scheduled.

1.1 EXECUTIVE SUMMARY

The name of our company is Big Boy Toy car accessories. The business is in form of enterprise which consists of six members. Each partner contributes certain amount of capital as agreed in agreement. Our business operation is at 8am – 5pm on weekdays only.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that HaesslerSymphoonanak Paul is our General Manager, EzzahSyafiqahBintiSeddek and Janet Kalang as the Administration Manager, Mohammad Raadhiq Bin Hasbi is the Operational Manager, MichealKadongAnakGrunsin as Financial Manager and Muhammad Nurkamil Bin Bunsu as Marketing 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 Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of 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. Lastly, the Financial Manager will be handled 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.

1.1.0 INTRODUCTION TO BUSINESS PLAN

Big Boy Toy car accessories are a partnership business which ventures with the custom made and modified car. The business is in form of enterprise which consists of six shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had choose this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time.

1.1.1 NAME OF THE COMPANY

The name of our company is Big Boy Toy car accessories. We had chosen this name not intended to relate the name with the car accessories activities but as expression of the customers after their purchasing our services. With the service of taking the car and custom made it for auto show car.

1.1.2 NATURE OF BUSINESS

In our business, we had chose partnership as the nature of the business. There will be no sleeping partner and this is to ensure all are active and together developing the business. The reasons we choose partnership are because:

- The ideas and knowledge among the top management can be shared and no idea will be taken for granted because the capitals are from the contribution of all shareholders.
- Able to less the risks and reduce the liabilities of owner which it is distribute to all the shareholders.
- To avoid the dictatorship way of leadership which leading the company.
- More persons that able to take the responsibility, clearer the objectives and aims can be achieved.
- As check and balance which able to avoid the mislead and misuse of sources.