



اُونِيُوَرَسِيْتِي تِيكُونُ لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIPS

ENT300

HM111

(CHAK KOYY HOUSE)

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TABLE OF CONTENT

NUMBER		CONTENT	PAGE
		Table of Content	1-4
		Acknowledgement	5
		Executive Summary	6
		Letter of Transmittal	7-8
		Partnership Agreement	9-11
1.0		BUSINESS PLAN	12
	1.1	Introduction	13
	1.1.1	Name Of The Business	13
	1.1.2	Nature Of The Business	13
	1.1.3	Industry Profile	13
	1.1.4	Location Of The Profile	13
	1.1.5	Date Of Business Commencement	13
	1.1.6	Factors In Selecting The Proposal Business	14
	1.1.7	Future Prospect Of The Business	14
	1.2	Goals Of The Organization	15
	1.3	Business Objective	16
	1.4	Purpose Of Business Plan	17
	1.5	Company Background	18
	1.6	Business Logo	19
	1.7	Motto	19
	1.8	Background Of Partners	20-24
	1.9	Location Of Business	25
2.0		ADMINISTRATIVE PLAN	26
	2.1	Introduction Of Administrative Plan	27
	2.2	ObjectiveOf Administrative Plan	28
	2.3	List Of Administrative Personnel	29
	2.4	Schedule Of Task And Responsibilities	30-31
	2.5	Organizational Chart	32
	2.6	Office Layout	33

EXECUTIVES SUMMARY

The name of our company is ChakKoy House. The business has been decided in the form of five partnership. Each partner has contributed on an agreed amount of capital as in our agreement. Our main business activity is sale cakoi cake. We are located at Kota sentosa, 7 Miles Lorong Liu Shan Bang 3b 93250 Kuching, Sarawak. We will be opened on 1st January 2016.

All partners are entitled and encouraged to participate in all business management. All of us have agreed by GlaryenAnak Dennis as General Manager, Nyura Anak Tedong as the Administration Manager, FefianaLahong Tony as the Marketing Manager, Simon AnakKiai as the Operational Manager, Warren LangAnakSudin as the Financial Manager.

The management team will be lead by the General Manager. The entire decision making in his hand after meeting with Board of Director. The General is responsible to control, lead, plan and organizing the business. The second member of the Board of Director is the Administration Manager. She is responsible in concerning all the office administration. She needs to prepare and plan all the office equipment, organizational, chart, manpower, schedule, of the task and others that are related to office works.

The Marketing manager and Financial manager is the most import in our company to ensure the profit getting higher and selling more sale for everyday. In other hand, the operational manager are also crucial in transforming the business input and output. He also need to ensure the business is able to produce the products and services offered by the company. From this, will can make sure the business will run smoothly and will achieve the business goals.



LETTER OF TRANSMITTAL

ENT 300 Students,

LETTER TRANSMITTAL

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Miss,

SUBMISSION OF BUSINESS PLAN

As a representative of our company Chakkoy's house, I would like to submit our business plan for our evaluation and further action. We would like to thank for you exceedingly helpful with insight and suggestions. Our wholehearted thanks go to you, who makes our job easy, who guides and assists us in many ways. Your helps were a useful guide for us to complete this business plan and at the same time anchored us toward goals and objective of the preparation of this business plan until we finally completing it according to time given and as scheduled.



1.1 INTRODUCTION

1.1.1 Name of Company

ChakKoyy House

1.1.2 Nature of Business

Preparing and providing a good cake to the customer that want a taste traditional cake. Provide good quality of cake and make the customer satisfied with the service that they paid. Speciality based on the theme of the business, satisfied with the services and the quality of the cake.

1.1.3 Industry Profile

Chakkoyy is one of the most popular traditional food in Malaysia and suitable for every level of community and age. Change perception of Malaysian that Chakkoyy can be more appetizing that they can expected by putting modern taste in Chakkoyy such as adding the chocolate, Cheese, Batter. Become entrepreneur and just not depend in choosing job in public or private sector.

1.1.4 Location of The Business

Kota Sentosa, 7 Miles Lorong Liu Shan Bang 3B 93250, Kuching, Sarawak

1.1.5 Date of Business Commencement

1st January 2016

