



**UNIVERSITI TEKNOLOGI MARA
CAMPUS SAMARAHAN
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION**

ETR300- FUNDAMENTAL OF ENTREPRENEURSHIP

“DONUT MARVELOUS ENTREPRISE”

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PREPARED FOR:

MISS SHAIQRAH JAYA

SUBMISSION DATE:

1ST APRIL 2011

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DONUT MARVELOUS ENTREPRISE

ETR 300 Students,
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Miss Nur Shaiqrah Jaya,
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Sarawak.

Miss,

RE: SUBMISSION OF BUSINESS PLAN

Referring to the matter above, Donut Marvelous Enterprise would like to submit the business plan for your analysis and references. Donut Marvelous Bakery would start our business with partner and address mentioned below:-

Details of partners are as follows:-

- | | |
|----------------------------------|------------|
| 1. Dayang Norafida Bt Abg Sapini | 2009426228 |
| 2. Nur Faezah Bt Salam | 2009886924 |
| 3. Khariahtul Shakdah Bt Ismail | 2009683622 |
| 4. Ain Fadilla Bt Abdillah | 2009231614 |
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Firstly, we would like to thank ALLAH S.W.T for His blessings that we were able to finish this assignment. With the spirit of esprit de corps and teamwork, we managed to handle this project without any serious problem.

We would also like to frame the deepest appreciation to our ETR 300's lecturer, Miss Shaiqrah Jaya, because her support and guidance, we finally able to finish our business plan project.

Special thanks to our family member especially for our parents for the moral and financial support. Without their support, we can't finish this project successfully.

Last but not least, we would also like to thank our classmates who have helped us in answering questions related to the business plan. Their generosity and assistance are greatly appreciated.

1.1 EXECUTIVE SUMMARY

The name of our company is Donut Marvelous Enterprise. This business is based on partnership where it consists of five (5) members. The members consists of the Dayang Norafida bt Abg Sapini as General Manager, Arina Zawiah bt Dollah as Administrative Manager, Ain Fadillah bt Abdillah as Operational Manager, Nur Faezah bt Salam as Marketing Manager and Khariahtul Shakdah bt Ismail as Financial Manager.

General Manager acts as the leader of business and responsible in overall business administration and management. Administration Manager responsible in five basic management functions that are planning, organizing, leading, directing and controlling. Operational Manager handle the operation part of business such as stock arrangement. Marketing Manager is responsible on marketing strategies and activities. And lastly, Financial Manager ensure the financial of the company is under control.

The business initial capital is amounted to RM 14,000 where the contribution of General Manager is RM10,000 and the others manager contribute RM 7,500 each manager. The loan from Bank Rakyat amounted to RM 24,625.

Lastly, we will expect that our business will become more developed in the near future because the demand for donut is high and not many entrepreneur do this business. This will give more advantages for us to make our product more profitable and stabile in the long run.