

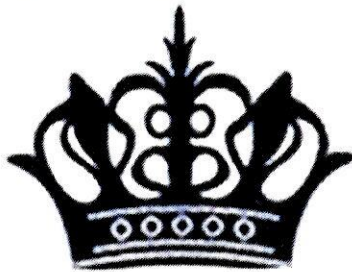


**UNIVERSITI TEKNOLOGI MARA SARAWAK
SAMARAHAN CAMPUS**

FACULTY OF OFFICE MANAGEMENT AND TECHNOLOGY

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

KINGDOM BOOKSTORE TRADING



Kingdom Bookstore

NUR FATEHA SYUHaida BT MAT SEMAN

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NOOR ALYSA BT ABU HANAFI

NUR HAZIRAH BT ARNI

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1.1 EXECUTIVE SUMMARY

The name of our company is Kingdom's Bookstore. The business is in form of partnership which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is trading as we sell other people product at our bookstore. We also have a reading area for our customers to read the books. Our concept is also accurate and suitable with the campus way of life which the student's time nowadays becomes more compact. Our business operation is at 10 am to 9 pm every day.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Nur Fateha Syuhaida Bt Mat Seman is our General Manager, Nur Najwa Bt Mohamad Anuar is the Administration Manager, Nur Hazirah Bt Arni is the Operation Manager, Noor Izni Hanun Bt Khairul Anuar as Financial Manager and Noor Alysa Bt Abu Hanafi 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.



1.2 SUBMISSION LETTER

ETR 300 Students,

Diploma in Office Management and Technology

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SARAWAK.

2 OCTOBER 2010

Sir,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, Kingdom Bookstore, 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 are finally completing according to time given and as scheduled.

Our group's perception towards ETR300 (Introduction to Entrepreneurship) had given us the exposure and clear picture on the fundamental of starting the business. This experience may be a benefit for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students.



1.6 INTRODUCTION TO BUSINESS PLAN

Kingdom's Bookstore is a partnership business which ventures and major with the selling others product at our bookstore. The business is in form of partnership which consists of five 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 chosen 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.

1.7 NAME OF THE COMPANY

The name of our company is Kingdom's Bookstore Trading. We had chosen this name is because kingdom assemble the territory of our company.

1.8 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 mislead and misuse of sources.