

# DIPLOMA OF COMPUTER SCIENCE

## FUNDAMENTAL OF ENTREPRENURSHIP (ENT 300)

0	DA NE	ID
L NURUL'	HAZIRAH BINTI MOHAMMAD SALL	EH 2013 <b>72</b> 7859
<u> </u>	UR SYLHADAH BINTLBOLKIAH	2013967409
	SANUL ATHRAF ANSA'AD	20133, 7579
I N	IOHA IAI AZIZY BIN BULKING	2013178043

PROGRAM/GROUP: CS110 4A

**LECTURER: SIR JOHARI BIN ABDULLAH** 

## **TABLE OF CONTENT**

NO	CONTENTS	PAGE NO
	INTRODUCTION	*
1.1	EXECUTIVE SUMMARY	5
1.2	LETTER OF AGREMENT	6-7
1.3	LOAN APPLICATION	8-9
1.4	INTRODUCTION OF BUSINESS PLAN	10
1.5	PURPOSE OF BUSINESS	11
1.6	COMPANY LOGO	12
1.7	COMPANY BACKGROUND	13
1.8	PARTNER BACKGROUND	14-17
1.9	LOCATION	18
1.10	ADVANTAGE OF LOCATION	19
	MARKETING PLAN	
2.1	INTRODUCTION OF MARKETING PLAN	21
2.2	MARKETING OBJECTIVE	22
2.3	SERVIC DISCRATION	23
2.4	ARGET MARKET	24
2.5 2.6	MARKET SEGN ENTATION	25
	MARKET SIZE	26
2.7	COMPETITOR	F 6 <sup>27</sup>
2.8	MARKET SHALES	28-29
2.9	SALES FORCAS	30
2.10	MARK AETING STRATEGIES	31-34
2.11	MARKETING BUDGET	35
	OPERATIONAL PLAN	
3.1	INTRODUCTION TO OPERATIONAL PLAN	37
3.2	OPERATION OBJECTIVE	38
3.3	OPERATION FLOWCHART	39-42
3.4	OPERATION LAYOUT	43
3.5	SERVICE PLANNING	45
3.6	MATERIAL PLANNING	46
3,7	MACHINE AND EQUIPMENT PLANNING	47
3.8	MANPOWER PLANNING	48
3.9	OVERHEAD REQUIREMENT	49
3.10	LOCATION PLAN	50
3.11	OPERATION AND BUSINESS HOUR	
3.12	LICENCES AND PERMIT REGULATION	51
3.13	OPERATION BUDGET	52-53
3.14	Name of the state	54
).1 <del>4</del>	IMPLEMENTATION SCHEDULE	55

#### **EXECUTIVE SUMMARY**

Lycant Services is one of the services that provide shuttle service in Desa Ilmu. The Lycant Services is in the form of partnership which consists of four members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is shuttle service. There are no sleeping partners and all partners are entitled to participate in the business management.

We had agreed that Nurul Hazirah Binti Mohammad Salleh as our General Manager and Administration Manager, Nur Syuhadah Binti Bolkiah as Marketing Manager, Saiful Ashraf Bin Sa'adi as Operating Manager, and Mohamad Azizy Bin Bujang as Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on experiences, skills and ability of the partner. The management team will be led by General Manager and assist by the other managers.

We are believed that we will successfully compete with our competitors in a few years ahead. This is because nowadays people use their own car to go anywhere.

W, Lyc nt Services saw also pportunity that our services has potential of success provided that it is handled afficiently. The people have always need transportation to go anywhere their want.



#### LETTER OF AGREEMENT

#### TERMS AND CONDITIONS

- 1) Our company name is Lycant Services.
- 2) The contract will be affected on 13 January 2016.
- 3) The location of our business is at: Lot 288, Desa Ilmu Commercial Centre, 94300 Kota Samarahan, Kuching Sarawak.
- 4) The shareholder in the Lycant Services is listed as follows with agreed capital from each partner

No	Name of partner	Amount of share
1	Nurul Hazirah Binti Mohammad Salleh	RM 26,000
	(General Manager/Administration Manager)	
2	Nur Syuhadah Binti Bolkiah	RM 18,000
	(Marketing Manager)	
3	Saiful Ashraf Bin Sa'adi	RM 18,000
4	Mohamad Azizy Bin Bujang	RM 18,000
	Toya	RM 80,000



6) The Partnership Act stated that:

du itio of the part ership any partner may deter nine the partnership at any time on giving notice on her attention to do so all the other partner.

- II. In Section 28(2), where the partnership has originally been constituted by the written document, a notice in wiring signed by the partners giving it shall be sufficient for this purpose.
- III. In Section 35(1), an agreement between holders says that every person is dissolved as regards the entire partner by the partners by the death or bankruptcy of a partner.
- IV. In Section 35(2), partners may be dissolved if any holders suffer his share of the partners' holder property to be changed.
- 7) Loan for business is taking from CIMB Bank. All the transaction must be disclosed to the bank. The financial manager keeps all the financial statement and transaction.
- 8) All asset of shareholder are owned together by the holder and the holder is responsible to the safety of property owned.
- 9) All holders are prohibited borrowing or landing money to or from outsides without the consent of every holder.
- 10) If any member was found violating this agreement, the police report will be made and the law action will be taken.

### INTRODUCTION TO BUSINESS PLAN

Our company name is Lycant Services that provide shuttle service. It is specialized for student and working people at Kota Samarahan area. Our shuttle service is located at Desa Ilmu, Ground floor, Lot 288, Desa Ilmu Commercial Centre, 94300 Kota Samarahan, Kuching Sarawak. The main reason we formed here our shuttle is because it located at educational area and residential area.

There are few factors why we choose to open a shuttle service as our proposed business. Firstly, most of people their use public transport to go to work or collage but they have to wait early because public transport does not punctual time. We opened this service is to reduce their time from waiting public transportation. We also help people who need transportation to go where they want to.

Samarahan but we will open it at Kuching also. If our revenue of our service is increase, our services will continue or 5 to 0 years