



Faculty of Administrative Science and Policy Studies.

FUNDAMENTAL OF ENTREPRENEURSHIP (ETR 300)

NAME OF BUSSINESS: Old Taste Kopitiam

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## **SUBMISSION LETTER**

**ETR 300 Students,**

Diploma in Public Administration

Universiti Teknologi MARA (UiTM), Sarawak

Samarahan Campus

Jalan Meranek

94300 Kota Samarahan

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Universiti Teknologi MARA (UiTM), Sarawak

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94300 Kota Samarahan

SARAWAK.

19<sup>th</sup> March 2011

Miss,

### **RE: SUBMISSION OF BUSINESS PLAN**

As a representative of our company Old Taste Kopitiam, I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that have been given by you in order to accomplish this business plan and in the same time attach us toward goals and objective of the preparation of this business plan until us finally completing according to time given respectively.

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

## Acknowledgement.

We would like to thank and to express our greatest gratitude to God, by giving us the strength and knowledge in order to accomplish this task. Thanks to all of those who had helped and especially to Miss Tiffany who had direct us on how to do this task. She also had gone to great length in order for us to complete this business proposal, even though we faced various problems, with her aid we were being able to minimize the tribulation occurred. Thank you for your references and notes on helping us to accomplish our project. And also thanks for the teaching of basic entrepreneurship to us either in the class or in public.

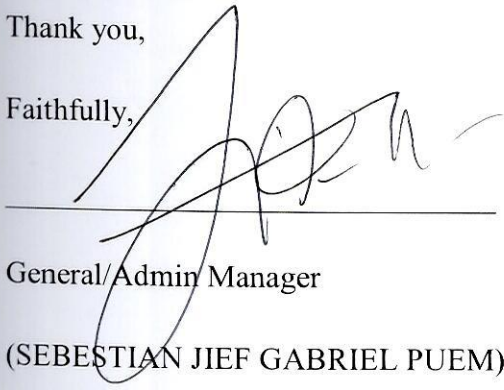
We want to acknowledge ourselves to the great joint venture contributed. Without morale support and facilitate shared among ourselves, the completion of the given assessment is a masterpiece. Hopefully we can contribute in an organization of our self in the future.

We would also like to hanks for those who had been involved throughout the completion of this proposal, either directly or indirectly. Thanks for the notes and guidance, mostly to our friends and seniors who had contributed on supporting us.

Finally, we would like to thanks our family who has given us support some information and guidance. We hope this business plan will give the benefit to all of us and also could encourage the students to involve in business in the future.

Thank you,

Faithfully,



General/Admin Manager

(SEBESTIAN JIEF GABRIEL PUEM)

OLD TASTE KOPITIAM



## **1.1 EXECUTIVE SUMMARY.**

Our company name is Old Taste Kopitiam. The business has been decided on the form of four partnerships. Each partner has contributes certain amount of capital as agreed in our agreement. Our main business activity is to provide the best old taste of local foods to the public. We will open our restaurant at Matang Jaya, Kuching, Sarawak and hopefully will open by 1<sup>st</sup> December 2011.

All partners are encourage and entitled to participate in all business management. We have agreed that **SEBESTIAN JIEF** is the General Manager and the Administration Manager. **ASMUNEERULIZWAN BIN AZMAY @ AZHAR** is the Operational Manager. **ASIQA SHAFIQ** is the Marketing Manager and **MOHD. AFIQ BIN ATAN** is the Financial Manager.

The management team will be lead by the General Manager and the other manager will help in other process. The general manager is responsible in controlling, leading, organizing as well as plan the entire business. The administrative manger will responsible in doing for all jobs relating to office administration. The marketing manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation of our business is controlled and monitored by the operation manager. This is where quality control and productivity will take place in order to improve the efficiency of the workers.

Finally, the financial manager will handle financial matters such as preparing for the budgets and financial statement for the each department. All the financial statement need to be taken care properly by our Finance manager.