



UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN CAMPUS

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION
AM110

FUNDAMENTALS OF ENTREPRENEURSHIP
ETR 300

"SANNY ZEAL ENTERPRISE"
(BUSINESS PLAN DRAFT)

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PREPARED FOR:
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OCTOBER 2010

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EXECUTIVE SUMMARY

The name of our company is **Sanny Zeal Enterprise**. Our business is in the form of an enterprise which consists of five members. Each partner contributes certain amount of capital as agreed in the partnership agreement. The main business activity is selling premium quality palm sugar in the food and beverages market.

There are no sleeping partners and all are entitled to participate in the business management. We have reached an agreement to entitle that Amalina Anis bt Yusof will act as our General Manager, Norfaizah bt Kasmudin as the Administrative Manager, Yunizar bt Yusop as the Operational Manager, Nazurah bt Ali acts as the Financial Manager and Siti Sumaiyiah bt Liman as the Marketing Manager. The selection of the General Manager is based upon the consensus among the partners and is selected based on the experience, skills and ability.

The management team will be headed by the General Manager and assisted by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for all administrative jobs such as planning and arranging the remuneration schedule of salaries and wages. The Operation Manager is responsible for the operation and will be supervising and coordinating the operation of the business. The Financial Manager will handle all financial matters such as preparing the budget and financial statements for the expenses of each departments and controlling the money flow of the organization.

Lastly, the Marketing Manager will be responsible to create the marketing plan, identifying customers' needs and demands, identifying the competitors, the target market and the market size and forecasting the future market.

SUBMISSION LETTER

ETR 300 Students,

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07th July 2010

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, Sanny Zeal Enterprise, 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 has been given by you in order to accomplish this business plan and at the same time, anchored us toward the goals and objectives of the preparation of the plan until the completion of the business proposal as scheduled.

Our group's experience towards ETR300 (Introduction to Entrepreneurship) has given us the exposure and a clear picture on the

INTRODUCTION TO BUSINESS PLAN

Sanny Zeal Enterprise is a partnership business in the form of a small and medium enterprise (SME) which consists of five shareholders. All shareholders had agreed as stated in the agreement letter of the following matters that is the amount of capital, profit and loss will be divided as the stated capital ratio. We decided to select this particular method as this kind of distribution expresses equality and no individuals will be discriminated as the profits and losses are equally divided according to the capital contribution in the end of the accounting period. In addition, partnership is a perfect choice for dwelling in a new business because the shareholders are able to constantly share and exchange ideas and knowledge in order to gain profit and achieve high productivity outcomes from time to time.

NAME OF COMPANY

The name of our company is Sanny Zeal Enterprise. We have unanimously chose this name because the word 'SANNY' stands for the partners' first initials and the word 'zeal' perfectly captures our eagerness to achieve our predetermined goals, missions and visions. In addition, we wish to provide more choice to consumers in the palm sugar market and in addition, improve the overall quality of palm sugar currently sold in the Malaysian food and beverage market. Beside that, we also provide the end users with the choice of the real flavour of Malaysia's palm sugar without jeopardizing its quality and originality of the taste.

NATURE OF BUSINESS

We had unanimously chosen partnership as the nature of the business. There will be no sleeping partner and this is to ensure that all shareholders are actively developing the business. The reasons we have chosen this type of business is because: