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UNIVERSITI  
TEKNOLOGI  
MARA

**ENT300 – FUNDAMENTALS OF ENTREPRENEURSHIP**

**DIPLOMA IN PUBLIC ADMINISTRATION**

**AM1104C**

**PREPARED TO: MISS PHILOMINA FRANCIS**

**PREPARED BY:**

NAME	MATRIX NUMBER
MOHAMAD AMIZAN SHAFIQ BIN AZMI	2012889352
ABDUL ARIF BIN MULOK	2013248556
MOHD ARIF BIN SAPUAN	2013459232
AMIRUL BIN AKIL	2013854026

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## 1.1 INTRODUCTION

Business plan is important because it explains about the activities, strategy, financial, operation and others that are related to the business. People that have the knowledge about entrepreneurship will easily construct new business from business plan because it has a lot of information and about the business itself, which will guide the entrepreneurs in managing.

Our company name is SIDEOUT. The business has been decided on the form of partnership of four people. Each of us contributes the amount which is agreed by everyone in the agreement that we already decided on. Besides that, the reason we choose to do partnership is due to that we can share the profit and our liability is limited so that we will not have to use our personal assets to repay for losses.

Our main business activity is to sell all types of sport shoes. This is because, nowadays there are more companies that only produce sportswear only to gain profit but we decided our business to be trade any brand of shoes because we think that it has a bright chance to succeed especially in our business location which is at Summer Mall, Samarahan because there are only a few stores which sell sportswear equipment which means less.

The main factors why we chose this kind of business are mainly because of our interest in sport. After we have done our research at Summer Mall, Samarahan, we found out that selling sportswear equipment will be the best idea for business because we can use the goodwill and reputation of Summer Mall to attract our customers.

## 1.2 EXECUTIVE SUMMARY

Our company name is SIDEOUT. We have decided to form a partnership business. Each partner has contributed certain amount of capital as agreed in our agreement. Our main business is selling sportshoes, stockin and pad. We also will give the good quality products to our customers to ensure the satisfied with our sevicees and products. We will open our sportsshoes centre at Level 1 Summer Mall, Jalan Dato' Mohd Musa, Kota Samarahan, Sarawak.

All partners are encourage and entitled to participate in all business management. We have agreed that **Mohamad Amizan Shafiq bin Azmi** as the General Manager and Administration Manager. **Mohd Arif bin Sapuan** will be the Operational Manager, **Abdul Arif bin Mulok** will be the Marketing Manager and **Amirul bin Akil** will be the Financial Manager.

The management team will be leads by the General Manager and will be help by the other managers in other process. The general manager is responsible in controlling, leading, organizing as well as planning the entire business. The administrative manager will responsible in doing 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 the 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.



### 1.3 SUBMISSION LETTER

ENT300,  
Diploma in Public Administration,  
MARA University of Technology,  
Samarahan Campus,  
Jalan Meranek,  
93400, Kota Samarahan,  
Sarawak.

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Miss Philomina Francis,  
ENT300 Lecturer,  
MARA University of Technology,  
Samarahan Campus,  
Jalan Meranek,  
93400, Kota Samarahan,  
Sarawak.

15<sup>th</sup> January 2015

Miss,

#### SUBMISSION OF BUSINESS PLAN

As a General Manager of our company, Sideout, I would like to submit our business plan for your further valuation. As your students, we are very grateful for the information and knowledge that you had given to us as a company in order to help or guide us to complete or accomplish this business plan.

2. During process to complete this business plan, it has given us an experience and clear views on how to start a business in the future and at the same time it will help us to further our career when we are already graduated from UiTM. Besides that, it also gives us benefit to prevent us from unemployment after we graduated from UiTM because we already have the basic to further our career.