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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT300

SHINEZIA COMPANY

(AN IDEAL BATHROOM FOR HOME)

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SUBMISSION DATE :

12TH MARCH 2012

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SUBMISSION LETTER

AM1104C, ENT 300 Students,
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12th March 2012

Sir,

Re : Submission of Business Plan

Referring the above title, we would like to graciously submit our Business Plan Report that we have finally completed based on our studies and research. This has been done following the prepared guidelines and procedures.

2. Our group's perception towards Fundamentals of Entrepreneurship (ENT300), had given us the exposure and clear picture on the fundamental of starting the business. We will keep the knowledge, skills and information we have gathered for our good in the future. This Business Plan covers all aspect of starting the business administration, marketing, operation and financial status of company.

3. Deepest thanks to you for your cooperation during we complete the final year project that had given valuable information, suggestions and guidance in the compilation and preparation this final year project report until this business plan finally had been accomplished successfully and become reality.

EXECUTIVE SUMMARY

The name of our company is ShineZia Company. The business is in form of enterprise which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is provides renovation and decoration for the bathrooms with technologically advance equipments that may attract customers in designing their dream bathrooms.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Amal Amilla binti Sahat is our General Manager, Wenni Bulan Bungan is the Administration Manager, Ajlaa Athirah binti Mohd Khairul is the Operation Manager, Nurul Hidayah binti Abdul Hai as Financial Manager and Jazlina Jenna ak Jackson 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.

2.0 INTRODUCTION

ShineZia is a company that provides renovation and decoration for the bathrooms. It is a small set up company with technologically advance equipments that may attract customers in designing their dream bathrooms. It goes without saying that bathrooms are now one of the focal points in most people's homes. With new bathroom suites, furniture and equipment, they are increasingly realizing the importance of bathroom accessories when it comes to creating the right environment for bathrooms and increasing the sense of functionality that the room offers.

Our business is primarily engaged in providing long term renovation and decoration service. ShineZia is focusing on the residential areas. Our main target is customer above 35 years old, have a stable income and affordable. We provide consultation, water closet, jacuzzi and other miscellaneous. This industry has a bright future and can be developed into a bigger industry as a higher demand from customers. A bathroom is not just sanitation place, but it is also nowadays as the rest rooms that need a higher conformability and hygienity.

The name of our company is ShineZia Company. We had chosen this name to symbolize the business we are engaging into which provides decoration and renovation for an ideal bathroom for home. The company name can also be seen as ShineZia where the shower head symbolizes our hope to be the leader in this kind of business. This name has been decided with the consensus of all the members of shareholders who are responsible for the commencement and establishment of this company with the approval of the Inland Revenue Board (business registration department). With this name, we are looking forward to endeavor in producing our product with the highest quality and fulfill our customers demand and satisfy them thus make ShineZia Company to be a well known company in this country and other countries soon. ShineZia Company is located at Lot 10, No 1001, Ground Floor, 93200, Jalan Mendu, Kuching, Sarawak. ShineZia Company will be commencing in 1st January 2013.