



اَوْنِيُوْزِيسِيْتِيْ بِاَتِيْكَوْلُوْكِيْ مَارِيَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 300 – FUNDAMENTAL OF ENTREPRENEURSHIP**

**DIPLOMA IN BANKING STUDIES**

**BM 1196B**

**PREPARED TO : MISS PHILOMINA FRANCIS**

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## **1.4 SUBMISSION LETTER**

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31 August 2015

Miss,

### **SUBMISSION OF BUSINESS PLAN**

As a General Manager of our company, "ALL-IN-ONE", I would like to submit our business plan for your further valuation. As your student , we are very grateful for the information and knowledge that you had given to us as accompany in order to help or guide us to complete or accomplished this business plan.

2. During process to complete this business plan, it has given us an experiences and clear view on how to start a business in the future and the same time it will help us to further our career when we are already graduated from UiTM. Beside that , it also gives us the benefits to

### **1.3 EXECUTIVE SUMMARY**

Our company name is “All-In-One”. 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 mountain salt as the souvenir. We also will give good quality and permitted product to our customers to ensure they are satisfied with our products. We will open our shop at 1<sup>st</sup> Floor, Lot 41A, Kuching Waterfront, Jalan Main Bazaar, Sarawak.

All partners are encourage and entitled to participate in all business management. We have agreed that Veronica Binti Suharto as the General Manager and Administration Manager. ValvieLitadMarip@Maripa will be the Operational Manager, Ester Tabari will be the Marketing Manager and Valerie Runguh Kapung will be the Financial Manager.

The management team will be leads by the General Manager and will be help by other managers in other process. The General Manager is responsible for overseeing all administrative functions in a business and a major part involves leading and directing employees. The Administrative Manager will responsible to monitor all administrative process and ensure compliance to accounting principles and company regulations. The marketing manager will responsible in preparing the marketing proçess 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 Operational Manager. This is where quality control and productivity will take place in order to improve the efficiency of our workforce. 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 Financial Manager.

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## **1.10 FACTOR IN SELECTING THE MOUNTAINSALT BASED BUSINESS**

Our type of salt is not a common salt that produced in the factory, but naturally produced from the mountain of Ba' Kelalan, Lawas, Sarawak and be sold as souvenir. This is because nowadays there are companies that just produce ordinary salt only to gain profit. We decide our business to sell mountain salt because we think that it has a bright chance for us to succeed especially in our business.

Since the salt are commonly among Malaysians and are suitable for every level of community and age. Beside that , we want to change perspective of Malaysian about bad effect of consuming salt too much. Some said that consuming salt too much lead to cancer and etc. So , in order to prevent this , our mission is to unlock the potential of nature to improve the quality of life. This is because we provide the Mountain Salt which is produced using age-old methods from salt springs and naturally high in iodine.

## **1.11 FUTURE PROSPECT OF THE BUSINESS**

Our expectation for “ALL-IN-ONE” business for coming 10 years is the we have stable and strong management in the company that can generate more profit by not ignoring our quality. All this can be achieved by opening lots of franchise firstly in Malaysia and next is Asia Pacific market. We also export our product to the most potential Asia pacific Country which is Indonesia , Thailand , China to be our global customer because we believe that if all this been realize we can make from 30%-65% annual return on our investment with the right location.