



**UNIVERSITI TEKNOLOGI MARA
SARAWAK**

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICIES
STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)**



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Date of Submission: 10th October 2007

TABLE OF CONTENTS

ITEMS	PAGE
LETTER OF SUBMISSION BUSINESS PLAN	i
ACKNOWLEDGEMENT	iii
PARTNERSHIP AGREEMENT	iv
EXECUTIVE SUMMARY	viii
1.0 INTRODUCTION	1-2
1.1 Name of the Company	3
1.2 Nature of Business	4
1.3 Company Address	5
1.4 Date of Business Commencement	5
1.5 Factor in Selecting the Proposed Business	6
1.6 Future Prospect of Business	7
2.0 PURPOSE OF THE BUSINESS PLAN	8-9
▪ Mission and Vision	10
3.0 BUSINESS BACKGROUND	11
▪ Position and total share	12
4.0 PARTNERSHIP'S BACKGROND	13-16
4.1 Logo of the Company	17-20
5.0 LOCATION OF THE BUSINESS	21-26
6.0 ADMINISTRATION PLAN	
▪ Introduction	27-28
6.1 Organizational Goals	29
6.2 Organizational Objectives	30
6.3 Organizational Strategies	31
6.4 Organizational Structure	32-34
6.5 Job Description	35-38
6.6 Office Layout	39-41
6.7 Schedule of Remuneration	42-45

LETTER OF SUBMISSION

Ref : ETR300
Date : 1st January 2007

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1st January 2007

Sir,

Ref: **Submission of Business Plan**

As the General Manager and representative of our company, 2MN d' LIGHT CORPORATION, I would like to submit our business plan for your evaluation and further action. We are very grateful to all the guidance and motivation given to us all along the way to complete this business plan.

EXECUTIVE SUMMARY

2MN d’LIGHT CORPORATION is a partnership company. The idea of establishment of this business is from the idea of four membership partner which are Martina Patalene as the General Manager and Administrative Manager, Maya Ernita the Marketing Manager, Nur Hanisah the Operational Manager and Noor Madihah as the Financial Manager.

Our business not only selling lights and lamps, but we also provide the services of fixing and maintaining the lights and lamps. Not only that, we also provides the delivery service to our customer. We provide many services because we want our customer to be satisfied with the quality of our product and services. Our customers’ satisfaction is our priority.

Our target of customer would be from teenager and adults. As we are selling lights and lamps, our target are more towards adult because these kind of people who most likely needs it for example husband and wife, contractor, business men and women and others.

1.0 INTRODUCTION

2MN d'Light Corporation was created from the discussion of four of us. 2MN d'Light Corporation is selling different types of lamps and lights. Our business doesn't limited to selling of product only but we also provide services like the services of fixing and repairing and damages related to lighting.

We also plan to sell bulb in our premises with reasonable price. Most of other lighting premises do not sell bulb. So, we think this is the differences that we can do in our business so that we can attract customers. We want to be the first Bumiputera ladies to own this lighting business.

Our main purpose of opening this type of business is so that we can provides lamps and lights to the Bumiputera contractors and business men and women. We also aim to satisfy our customer with good quality products and effective and efficient services.

Our principle is that our customers are the determinant of our business, without them we cannot proceed and continue our business. They have the rights to demand for better products and services. They also have the rights to make complaint because through their complains, we believe that we will learn and try to improve what best for us and the customers.

