



ENTREPRENEURSHIP

(ETR300)

“DA COCONUT ECLIPSE”

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PREPARED FOR:

MR.AHMAD FAISAL

DIPLOMA IN BUSINESS MANAGEMENT

## **SUBMISSION LETTER**

### **Da Coconut Eclipse**

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Sarawak.

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### **Mr. Ahmad Faisal,**

Lecturer of ETR 300 (Entrepreneurship),  
UiTM Sarawak, Kampus Samarahan,  
94300 Kota Samarahan, Sarawak.

Sir,

### **Re: Submission of our Business Plan**

As the representative of our company, Da Coconut Eclipse, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and the support that have been given by you in order to accomplish this business plan and in the same time anchored us towards goals and objective of the preparation of this business plan until us finally completing according to time given and as scheduled.

2. It is hoped that through the Business Plan proposed, we are able improve the financial base and also to further improve our presentation appropriately. All information should be available in the Business Plan included together with this letter.

## EXECUTIVE SUMMARY

The name of our company is De Coconut Eclipse. The business is in the form of partnership which consists of five members. Each partner contributes certain amount of capital as agreed in the agreement. The main activity is producing the coconut based product that is homemade jam that can be used for people as a bread filling. Since there are only small numbers of jam producer, we decided to take the opportunity to enter this business field to maximize the benefit of coconut and to commercialize it becoming a coconut jam and sell it throughout the region.

There is no sleeping partner and all are entitled to participate in the business management. We agreed that Matthew Kana as the General Manager, Norelfira Binti Mahsin as Administrative Executive, Olivia De Vega as the Marketing Executive, Daphne Hini as the Operation Executive and Valeni Tia Basil as the Financial Executive. The selection of General Manager is based on consensus among all partners and selected based on experience, skills and ability.

The management team will be led by the General Manager and the other executives. The General Manager is responsible in planning, leading, organizing and controlling the business. The Administrative Executive is responsible for the job that related to the administration such as planning and arranging the remuneration schedule of salary and wages. The Operational Executive is responsible for the entire job that related to the operation and will supervise and coordinate the operation of the business. The Marketing Executive will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market and market size and also forecasting the future market. Lastly, the Financial Executive will be handling 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.

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## 1.1 INTRODUCTION TO BUSINESS PLAN

Venturing into business activity actually can benefit more than two parties namely the entrepreneur and also the customer. 9 over 10 of the sources of wealth in this world are by doing business and the remainder is agriculture. Our company which is Da Coconut Eclipse has decided to venture into business of producing jam made from coconut with mounting hopes to be successful in the world of entrepreneurships. Da Coconut Eclipse is partnership businesses that based on operation of producing homemade jam made from coconut and provides it to retailer around Sarawak for the short term period and expand the market to the whole Malaysia for the long term planning.

Our company is in form of partnership which consists of five (5) shareholders. All shareholders had agreed as stated in the agreement letter which consist amount of capital, profit and loss will be divided as stated ratio. We had chosen this form of business because it is easier to secure financial assistance from financial institution compared to sole proprietorship. Besides that, there will be tons of ideas, talents and skills can be pooled together for better management of our company in the future. Our goals in this business field are to seize the market share and give high quality products to our customer in order to create customer loyalty towards our products. We will improve our product from time to time to maintain and also to improve our production to satisfy the customer.