



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

**Fundamental of Entrepreneurship
(ENT 300)**



USAHA JAYA ENTERPRISE

PREPARED BY:

NAMES	ID MATRIX
JOSEPH PAIRIN PULOH	2012183533
MOHD ZULKARNAIN BIN BOJENG	2012773657
MHD SAHDAN BIN GUSIN	2012954817
NUR ZAHIRAH SYAFIQAH BINTI YUNUS	2012190511

PREPARED FOR: MISS PHILOMINA

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SUBMISSION LETTER

Student of ENT300
Faculty of Accountancy
Universiti Teknologi MARA (UiTM)
Kampus Kota Samarahan
Jalan Meranek
93400 Kota Samarahan
Sarawak.

Miss Philomina Francis
Lecturer of ENT300
Universiti Teknologi MARA (UiTM)
Kampus Kota Samarahan
Jalan Meranek
93400 Kota Samarahan
Sarawak.

Dear Miss Philomina Francis,

Submission of Business Plan

In relation to the matter above, we would like to submit our business plan to you. We hope that our business plan from Usaha Jaya Enterprise would be considered and accepted.

Here are the partner's names and the position of our group members:

Name	Position
Joseph Pairin Puloh	General/Administrative Manager
Nur Zahirah Syafiqah binti Yunus	Marketing Manager
Mohd Zulkarnain bin Bojeng	Operational Manager
Mhd Sahdan bin Gusin	Financial Manager

ACKNOWLEDGMENT

Bismillahirrahmanirrahim

First of all, thanks to Allah and our deepest gratitude to the Almighty for His mercy and His grace that we can accomplish this task successfully.

We are pleased to take this opportunity to express our greatest appreciation and gratitude to Miss Philomina Francis, lecturer of Entrepreneurship (ENT300) which gave us an inspiration, support and good guideline for us in completing this business proposal.

In addition, we would like to thanks Syarikat Mawar Canopy and TJ Canopy and Supplier because give us all the information co-operation about this type of canopy service.

Furthermore, we also would like to expand our deepest gratitude to all those who have directly and indirectly guided us in writing this business proposal especially to our own group members, our classmates and families.

Thank you.



USAHA JAYA ENTERPRISE

EXECUTIVE SUMMARY

Usaha Jaya Enterprise is a form of business partnership, which consists of 4 members. Under partnership agreement, we have agreed to appoint Joseph Pairin Puloh as a general manager and administrative manager, Nur Zahirah Syafiqah binti Yunus as a marketing manager, Mohd Zulkarnain bin Bojeng as operational manager and Mhd Sahdan bin Gusin as our financial manager. We are also agreed to contribute an amount of RM 240,000 as our capital. Our location is 2nd Floor Storeys Shoplot @ Jln Satok/Kulas, Kuching, Sarawak.

Our marketing strategies are targeting all people that need canopy for doing an event. Usaha Jaya Enterprise is the business that provide a canopy rental for any event such as wedding, launching, road show, ceremony and other event. We also provide a decoration service for the canopy such as scallop, clothing, legging, table cloth, and chair cloth.

Other than that, under administration plan, our administrative plan is the important roles aspect to run the business. Meanwhile in business administrative can be referring to the performance or management of business operation and the making or implementing of major decision. Administrative plan is to ensure all the strategy, mission, vision, efficient, effective, and problem affecting the business will be solve to run the business and achieve the main goal.

Operation plan is one of an important function in a business organization. Managing operations is crucial to make sure that the business is able to produce quality product or delivering the services and to achieve company's goals. The operation of business has to plan, prepare and control all the transaction of the business. In addition, operation also helps to achieve the objective of the company.

Financial planning is handling all the financial matter such as preparing budgets and financial statement for every department. In addition, a financial plan incorporate all financial data derived from marketing department, administrative department and operating department. Other than that, financial plan was prepared to ensure that the business plan was making profit in the future.