

ETR300

FUNDAMENTALS OF ENTREPRENEURSHIP

“BUSINESS PLAN”



NAME OF PARTNERS:

1. Almirul Bin Jemali	2007103665
2. Mohamad Naim Bin Mohamad	2009499568
3. Mohd Syahir Bin Sulaiman	2009447276
4. Mohd Amirul Bin Azhar	2009274092
5. Mahathir Bin Mohamad	2009882976

PREPARED FOR:

SIR JAMMESON GARY

**DIPLOMA IN ART AND DESIGN
FACULTY OF ART AND DESIGN**

Diploma in Art and Design (Graphic Design and Digital Media),
Faculty of Art and Design,
Mara University of Technology,
Sarawak Campus,
94300 Samarahan,
Sarawak.

Mr. Jammeson Gary
Lecturer of Fundamentals of Entrepreneurship (ETR 300)

94300 Samarahan,
Sarawak

Dear Sir,

Submission Of Business Plan

Referring to the matter above, Kerak Banana Enterprise would like to submit the business plan for your analysis and references. Kerak Banana Enterprise would start our business with partner and address mentioned below:-

Details of partners are as follows:-

- | | |
|-----------------------------|------------|
| 6. Almirul Bin Jemali | |
| 7. Mohamad Naim Bin Mohamad | 2009499568 |
| 8. Mohd Syahir Bin Sulaiman | 2009447276 |
| 9. Mohd Amirul Bin Azhar | 2009274092 |
| 10. Mahathir Bin Mohamad | 2009882976 |

EXECUTIVE SUMMARY

Introduction

Kerak Banana is a food shop located in Desa Ilmu Fasa 25, 94300 Kota Samarahan, Sarawak. Kerak Banana sells a product that used a banana as a raw material. Kerak Banana will be able grab many customers while located in the center of UiTM, UNIMAS, and Desa Ilmu residents.

While there are many sell a product that made from banana like Pisang Goreng by street vendor, Kerak Banana try to sell it in a new way and give a customer high quality of products and services. Usually, customer will buy food from street vendor while the food is exposed to bad environment but Kerak Banana have a better way to prevent the food from bad environment by put it in a closed place. We also have arranged some strategies to promote our product and make people realize the existing of this company.

We believed that Kerak Banana will be success and have a better future then become a big company in Malaysia. We will grab any opportunities that come and make them to be our advantages.

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INTRODUCTION TO ADMINISTRATIVE PLAN

In the administration of business plan it consists of performance or management of business operation. A company administration was operated by the administrator which is an important in order to ensure that all the operation and management are operated as planned.

ADMINISTRATIVE STRUCTURE

In administrative structure it shows what is the functional of every manager in each their field.

In administration structure, the position holds by each management staff and outsiders such as customers, other companies and other individuals who have control again the management.

The administration structure will develop a well-defined functional line among the staffs. Hence it will lead to the effectiveness in accomplishing tasks.

It is important to plan an intention in developing the excellent administrative structure.