



اَوْبُوْ رَسِيْتِيْ تِيْكَوْلُوْ كِيْمَا رَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT 300



IMPRESSIONNANT DESIGN STUDIO

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13 March 2016

Sir,
Submission of Business Plan Proposal (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

2. This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation, and financial aspects.

3. We hope that this business plan that we proposed does fulfill your requirement. Any mistakes or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well.

4. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,

(MOHD NAZRAN BIN ABDUL RAHMAN)
General Manager ID STUDIO.

ACKNOWLEDGEMENT

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT 300 subject. We and the group partner are accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

Secondly, we would like to thank to our lecturers, En. Johari Bin Abdullah for giving us moral support and being so helpful in completing this business proposal and being so pleasant towards us.

Thirdly, we would like to thank to our parents for being very supportive in vary way. We also would like to thank our classmate from AD 111 for being cooperated and honestly giving and sharing ideas among classmates which lead us to a better friendship and become an excellent class among all. Not to forget, thanks to our roommates for being very helpful, kind and, supportive whenever we feel down.

Last but not least, we would like to thank to our group partner which are Mohd Nazran Bin Abdul Rahman, Muhamad Zaki Bin Zahari, Abdul Rasyid Bin Abdul Rafaie, Muhammad Syafiq Bin Fadzli , Fareez Nazreen Bin Ramdin for being so tough and tolerant until we could overcome every hurdles that coming towards us in any way. Thank you.

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SUBMISSION OF BUSINESS PLAN PROPOSAL

ACKNOWLEDGEMENT

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INTRODUCTION

A business plan is one of a step to achieved business goals. For this business, we worked as a team to open up the Logo and Web Design services that is called as ID STUDIO (IMPRESSIONNAANT DESIGN STUDIO). All of our group members make a discussion and had decided to open up with this services because of the limited number of this kind of services in Kota Samarahan. Besides, it is such as an interesting business. This business plan is made for those that are interested to get the services especially for their who want to have their own brands or company and also to gain in our business profits. This business is in the formed of partnership business. All of our members which are for of the managers in this business have the same interest in business and able to start up this business because of the knowledge in entrepreneurship field. This business is located at Desa Ilmu Kota Samarahan Sarawak.

In our business, we are focus on services activities. We are providing the services to the general public and small, medium enterprises (SME's). Besides that, we can give a job opportunity to Kota Samarahan citizen and the same time we able to help SME's to gain the market. Most of the decision is made by our general manager. He will make sure that all of the managers in each department do their work in the right track and always have her planning for this business future either in the short or long term. All of our business operation was managed by our operation manager. In addition, our marketing manager is responsible in preparing all of the tasks that is related to marketing such as in preparing the market plan, identified the market target, determined the market size, identified market competitors and determined the market shares and sales forecast. Lastly, our financial manager will handle the entire financials plan and gather all of the information about the budget in this business and also preparing budget and financial statements for the company.