



**UNIVERSITI TEKNOLOGI MARA
CAWANGAN SARAWAK**

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

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)**



DESIRE

BRIDAL

BUSINESS PROPOSAL

Prepared by:

**Clint Caesar Ak. Jingga (2003315372)
Nora Asikin Bt. Haris (2003316148)
Norazeana Bt. Montong (2003316162)
Mohd. Dohan B. Wahid (2003315445)**

For:

**En. Abang Yusuf B. Abang Spawi
Lecturer ETR 300**

07 APRIL 2006

Letter Submission



Clint Caesar AK. Jingga,
Class D5P1, Diploma in Public Administration,
Faculty of Administrative Science and Policy Studies,
Universiti Teknologi MARA Cawangan Sarawak,
Kampus Samarahan, Jalan Meranek,
94300 Kota Samarahan
Sarawak

En Abang Yusuf B. Abang Spawi,
ETR 300 Lecturer,
Universiti Teknologi MARA Cawangan Sarawak,
Kampus Samarahan, Jalan Meranek
94300 Kota Samarahan ,
Sarawak
11 March 2005

Sir,

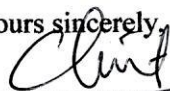
SUBMISSION OF BUSINESS PROPOSAL

Adherence with the prerequisite for the completion of the course of Fundamentals of Entrepreneurship (ETR 300), we proudly submit to you the completed and final business proposal of our group, ***Desire Bridal Collection*** on this date of which had been agreed before.

We would like to thank you kindness and generosity in guiding and leading us in the making of this proposal all this while. Without your advice guidance, we certainly would not able to come out with such determined and dedicative business proposal.

We will keep the knowledge, skills, and information we have gathered all this while for our good in the future. We want to thank you again, and should there is any problem relating to this proposal, please let us know.

Thank you.

Yours sincerely,


.....
(Clint Caesar AK. Jingga)
General Manager
Desire Bridal Collection

Executive Summary

Our company name is *Desire Bridal Collection*. The business is in the form of partnership, which is consisting of four members. Each partner contributes certain amounts of cash as agreed in our agreement. Our main business actively is to provide high wedding collection. Our business is operated in Desa Ilmu, Kota Samarahan.

All partners are entitling in the business management. We have agreed that **Clint Caesar Ak. Jinggan** is our **General Manager** or the **Administration Manager**, **Mohd Dohan B. Wahid** is the **Marketing Manager**, **Nora Asikin Bt Haris** is the **Operational Manager** and **Norazeana Bt Montong** is **Financial Manager**.

The management is lead by general manager and assist by other manager. The general manager is responsible in controlling, leading, organizing, and planning entire business. Administration manager is responsible for the entire job related to the office administration. The marketing manager is responsible in preparing marketing plan. This includes identifying the target market share. Develop sales forecast and develop the marketing strategies. The operation of the business will be monitor or control by the operational manager. All workers that work in our company are under operational manager. The financial manager will responsible in the financial matter such as preparing budget, and financial statement for each department expenses.

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Introduction of Administration

Administration plan is a specific planning that will ensure the business a run systematically, smoothly and efficiently in order to become the good organization and at it time able to compete in the market that is very competitive. Through the administration plan, it can help us to manage the business more efficiently. In order to achieve this, the member of the organization must responsible to in the strategy of management.

It also has to come with the goal principle and techniques in order to achieve the target goal. The most important aspect in management is that the effectiveness and efficiency of the company is being put as one of the most important goal to achieve besides gaining profit for the company.

The effectiveness and efficiency in the administration will ensure our company running smoothly and at the same time manage to cooperate with other department that is marketing, financial and operational. So by this the organizational will able to achieve their goal and objective on time.

Administration also important as the field to control the work flow among the worker in each unit. Administration also plan al the necessary aspect of the business including assuring the location of the officer and services operation and its equipment whether sufficient for shareholder and clients as well as the necessities needed by the company. It is also the main units in dividing the salary among the worker according to the availability of the company.

Without administration plan there is difficult to the organization have the proper target in manage their business. It is because the administration is the important element in business planning. If it is being ignored, the organization planning, structure and goals will cause a failure. Administration plays a big role in determining the efficiency and