



**UNIVERSITI TEKNOLOGI MARA SARAWAK
DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)**

**'GABS MOTOR & SERVICES COMPANY'
BUSINESS PROPOSAL**

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GROUP: AMD5P1

PREPARED FOR:

**MR.MOHAMMAD SAPAWI JAMAIN
LECTURER ETR 300**

SUBMISSION DATE:

12 OCTOBER 2007

LETTER OF TRANSMITTAL

GABS MOTOR & SERVICES COMPANY
NO.20, LOT 4416,
Ground Floor, Desa Ilmu,
Jalan Dato Mohammad Musa,
94300 Kota Samarahan,
Sarawak, Malaysia.

Mr. Mohd. Sapawi Jamain,
ETR 300 Lecturer,
UiTM Samarahan,
94300 Kota Samarahan,
Sarawak.

Sir,

Re: Handout of Business Plan

As stated above, I Gilivary anak Kiba as the General Manager of GABS Motor and Services Company and the representative for my team members, would like to submit our Business Plan to you for your reviewing.

2. It hoped that the enclosed Business Plan could strengthen the base for our financial backing and support. Any information related to the business requirements found in the Business Plan that we included together with this letter.

3. GABS Motor And Services Company members would be glad if you wish to have us present our Business Plan for better understanding and considerations. All your attention and support towards our Business Plan above greatly appreciated.

Thank You.

Yours sincerely,



(GILIVARY ANAK KIBA)
GENERAL MANAGER
GABS MOTOR AND SERVICES COMPANY

EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Samarahan, our group decided to specify our business in provide services and dealers of motorcycle. Our group has come up with the business plan of partnership whereby our organization's name known as GABS Motor And Services Company.

In trying to establish this business plan, all aspects including the four major of business establishment such as administration, marketing, operation, and finance a seriously taken into consideration and planned properly. This is the main machinery of our business organization and it should be accurate in all aspects of administration, operation, marketing and financial.

The administration part deal with the administration budget including the chart of the organization, remuneration table, job description, and so on. However, most of all, our goals and strategies that tell us more about the organization, told in this part of the business plan clearly. Administration executive is responsible in smooth day-to-day duties and aware of current rule and regulation made by the local authority and State Government. Besides that, welfare of the other workers should be taken carefully and ensure that all their salaries and benefits such as in contract of services are accordingly.

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ORGANIZATION INTRODUCTION

After great efforts made by the team members to explore the business opportunity, we decided to come out with this business plan. Our organization provides Demak motorcycle components and apart from that, we become an active dealer of Demak motorcycle in Kota Samarahan. In order to enhance our performance and customers' satisfaction towards our products, we also provide services to the Demak motorcycle.

The reasons we have choose this type of business is that because, in Kota Samarahan, there is good potential for market sale and rapidly develop area. The numbers of the population also increase and become one of the futuristic towns soon. Having three educations institutes and the number of student are increasing from time to time, become the major reason we choose Kota Samarahan. Students and lecturers from around Malaysia are move to this area and this make an increase demand for the transport used to the college and workplace.

By introducing Demak product in this area, we believe that people will more concern about the needs of the economical and modern prototype of the Demak motorcycle. Smart design and a few series of the model we have, customer given many choices to the customers. Through different opportunities and privileges given to the customer, we believe that the customers satisfy with product and