



**UNIVERSITY OF TECHNOLOGY MARA
CAMPUS SAMARAHAN**

**FACULTY OF PUBLIC ADMINISTRATION SCIENCE & POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION**

“GLOBAL TELECOMMUNICATION ENTERPRISE”

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**DATE OF SUBMISSION:
OCTOBER 8TH 2007**

LETTER OF TRANSMITTAL

Global Telecommunication Enterprise,
Lot 111, 1st floor,
Desa Ilmu Fasa 2,
Jalan Datuk Mohd Musa,
94300 Kota Samarahan.

Mr Mohd Sapawi Jamain,
ETR 300 Lecturer,
UiTM Campus Samarahan,
93400 Kota Samarahan,
Sarawak.

Sir,

Re: Handout of Business Plan

Adherence with the prerequisite for the completion of the course of Fundamental of Entrepreneur (ETR 300), we personally submit to you the completed and final business proposal of our group, Global Telecommunication on this date which had been agreed before.

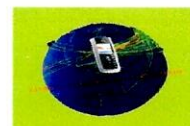
2. We would like to thank you kindness and generosity in guiding and leading us in the making of this proposal all this while. Without your advised guidance, we certainly would not able to come out with such determined and dedicative business proposal.

3. 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 any problem relating to this proposal, please let us know.

Thank you.

Yours sincerely,

.....
(LESLIE LUTHER MARTIN)
General Manager of Global Telecommunication



EXECUTIVE SUMMARY

In every progressive firm or organization, top management is very important to responsible for setting quantifiable, measurable and attainable objectives. This is to make sure the top management of the company can achieve the goal as their state before.

In our company Global Telecommunication, our policy is developed as a guideline for daily operation of the company that stresses more on the continual need to maximize profits in a just reasonable manner. Apart from trying to earn a fair return on investment from our stockholders. Other than date, we also are looking forward to improve our share in the market size. In addition, we will try to providing our customer with the best services to ensure our customers really satisfied with our company.

However, to achieve our objective, we had determined our target market. Based on our research, we have more than three competitors, such as, Hotlink Mighty Communication Branch, Three Star Telecommunication, Choo Brothers & Company and so on. So our target market we was share with the other competitors. Overall our target markets are mostly among the residents in Kota Samarahan. As the new company we will try the best.



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INTRODUCTION

We must have an efficient and complete method of management in an administration of business. All partners must involve in this strategic management. The most important thing that we must take care is efficiency in the management. To make sure our objectives will be achieved we have put our effort in preparing this business proposal.

Marketing, production and financial aspect must be consider in business which consist a complete term of management that is planning, organizing, leading and controlling. All this aspect really assists in achieving our goals.

Administration also needs to set vision and mission which can be use by the organization as a guideline to get the profit. Beside that administration also include the allocation of resources to avoid wasteful besides can give a better in develop the money based on requirement of every department.

Another responsible of administration is determining the process in achieving the organizational goals where this administration needs to ensure all the department cooperates with each other.

Apart of that, it must be able to provide better services for the employees. For example welfare, allowances, SOCSO, EPF and other benefits to make the employees feel secure.

The roles plays by the administration department really determine the

