



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

Ds' KRAF FRATERNITAS

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DIPLOMA IN CIVIL ENGINEERING (EC110)

APRIL 2011

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Submission Letter

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1 APRIL 2011

Dear Miss,

Submission of Business Plan

Referring the above title, we would like to graciously submit our Business Plan Report that we have finally completed based on our studies and research. This has been done following the prepared guidelines and procedures.

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

3. We will keep the knowledge, skills and information we have gathered for our good in the future. This Business Plan covers all aspect of starting the business administration, marketing, operation and financial status of company.

4. Therefore, we sincerely hope that this report will be satisfactory in your judgment and will be evaluated as fairly as possible. Your sincerest and honest consideration would be much appreciated.

Yours truly,



(MOHD KHAIRI BIN IBRAHIM)

General Manager cum Administration Manager

EXECUTIVE SUMMARY

Our company name is De' KRAF Fraternitas. The business has been decided on the form of partnership, which consists of four members. Our main business activity is to provide the varied and custom selection of tiles and floor finishing. We have decided that our business will operate at at Sublot 31(LOT4681), Block 1, Desa Ilmu Phase 17, Jalan Datuk Mohd Musa 94300 Kota Samarahan, Sarawak.. It will fully operate on 1st January 2012.

All partners are encourage and entitled to participate in all the business management. We have agreed that **Mohd Khairi Ibrahim** is the General Manager, as well as the Administrative Manager; **Siti Fariedah Abdullah** will act as our Marketing Manager, while **Asirah Auni Batra'azman** will hold the post of Operation Manager, and **Mohd Radzi Zaidi** had been appointed as our Financial Manager.

The management team will be lead by the **General Manager** and the other manager will help to assist. He is the owner and the main head of the company. He is very interested with this business that he willing to sacrifice his previous work to open a floor deco shop. The General Manager is responsible in controlling, leading, organizing as well as plan the entire business. The **Administrative Manager** is responsible for all jobs relating to office administration. The **Marketing Manager** is responsible in preparing the marketing plan, which includes identifying the target market, determining the market size, identifying the competitors, determining the market share, developing sales forecast and marketing strategies. The Marketing Manager will be the one that promote our products and she has the natural skill to speak will customers and a lot of public people. The operation of our business is controlled and monitored by the **Operation Manager**. Not only that, all workers who work in our shop will be under the supervision of the Operation manager. This is where quality control and productivity will take place in order to improve the efficiency of the workers.

Finally, the **Financial Manager** will handle financial matters such as preparing budgets and financial statement for the expenses of each department. All the financial statement need to be taken care properly by our Finance manager.

INTRODUCTION

De' KRAF Fraternitas is a floor deco shop which is a single unit, medium-size shop selling different size and types of flooring deco and floor finishing. We can see there is a big opportunity and potential through this business. So, we have reached an agreement to establish our business in this industry. Besides that, it proves that the reason why we have chosen partnership as our form of business is due to the fact that we are able to share all profits as well as contribute ideas, knowledge and experience in order for the business to constantly achieve high productivity just as saying goes, "Two heads are better than one".

'**De**' refers to 'the' in French. '**KRAF**' refers to each members surname. '**Fraternitas**' is in Spanish which means in English is 'a group of people who share the same interest in something' which basically represent our partnership. Our business is more focus to fulfil customer needs especially for those who try to have something different design and deco than the usual. There is not much shop which sells floor finishing like us in this area. We thinks this may bring profit to our company which is very good and this area also have a lot of new township and housing development. This type of shop is still new in this market especially in this area so it will takes time to develop so it is the responsibility to our marketing manager to create something in order to attract more people comes to our shop.

We believe that our business can expand very well but it all depends on our strategies especially in marketing aspect. Before we start our business we have to count the risks and unpredictable circumstances such as competitors, economic downturn, demand of people, changing of timeline and population size. Although there are few other competitors around, we have found their weaknesses which would benefit to us for our marketing and sales strategy.

From the financial aspect, we are well prepared in order to face unpredictable situations. In order to run our business we went through several legal stages. Desa Ilmu, Kota Samarahan is the most potential places to achieve our business goal and objective