



UNIVERSITI TEKNOLOGI MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)**

OK ENTERPRISE

PREPARED BY:

DAPHNIE ANAK SULAIMAN	2013229458
JUNITA GAEM	2013449166
GILBERT UNYA JOHN	2013232418
JOY UBAN	2013427984
JACK BANEDICT BAHANG	2013463612
RINA UNGOM	2013834708

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

<u>BIL.</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1.	2013232418	GILBERT UNYA ANAK JOHN
2.	2013449166	JUNITA GAEM
3.	2013229458	DAPHNIE ANAK SULAIMAN
4.	2013453512	JACK BANEDICT BAHANG
5.	2013634706	RINA ANAK UNGOM
6.	2013427964	JOY ANAK UBAN

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **SR113 – Diploma Pengajian Sukan** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamentals of Entrepreneurship)**..

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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



SALMAH BT GANY
Pegawai Eksekutif Tertinggi
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Bp Rektor

INTRODUCTION

We have decided to establish our company that consists of six shareholders. Each of us is appointed base on our experience and skill such as General Manager, Marketing Manager, Operation Manager, Administration Manager and Financial Manager. The purpose of choosing this business is to maintain handicraft in Malaysia and next to over the world. This is because there are more on attraction of tourist.

Proposal for entrepreneur is to study and evaluate the feasibility of the business. For customer is tried to fulfill the costumer wants and need and serve the costumer in efficiency and effectiveness in term of service.

Our business sells several of handicrafts to make sure the customer enjoys buying and choosing their favorite design handicraft. As the business that several sell, marketing plan is important for guideline how to implement activities and work with efficiency and to increase the profit.

In a nutshell, we expecting to start our business operation on 2nd March 2016 and we hope it will smooth base on what we have plan early.

EXECUTIVE SUMMARY

The name of our shop is OK enterprise. This business is in form of enterprise which consists of six members. Each partner contributes amount of capital as agreed in agreement. The main activity of our business is selling handicraft, decoration handicraft, offering upto, gift and price offer during festival. Our target customer is tourist because at Sabah is attraction of tourist. Business operation is 8 hour.

There are very commitment partners and entitled to participate in the business management. We all agreed that Junita Gaem is our General Manager, Gilbert Unya John is Administration Manager, Rina ak Ungom as Operation Manager, Jack Banedict Bahang as Marketing Manager, Daphnie ak Sulaiman as assistant Marketing Manager and Joy ak Uban as Financial Manager.

The management will be led by General Manager and assist by other managers. The General Manageris responsible planning, Organizing, leading and controlling the business.The Administration Manager is responsible for the job that related to administration such planning and arranging the remuneration schedule of salary, wages and equipment. The Operation Manager is responsible to the entire job that related to the operation and will supervise and coordinate the operation of the business. The Marketing Manager will be responsible to create marketing plan, identifying customer need and want, identifying competitor, target market, market size and forecast of the future market. Lastly, the financial statement of expenses for each expenses for each departments and controlling the flow of the money of the organization.