



اَوْنِيُوْرْسِيْتِي تِي كُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN PUBLIC ADMINISTRATION

GROUP 4E

NAME: MOHD.MAHIZAN BIN ANWAR (2012963757)
ASHRAFF AIZZAT BIN EDNI (2012710183)
MARK VESCERA ANAK ROLLY (2012318623)
ROSENTHAL ROLAND (2012736527)
NURASMINA BINTI KERI (2012327591)

PREPARED FOR: MISS NORAINI BINTI SA'AIT



PREFACE

ASSALAMUALAIKUM WARAHMATULLAHI WABARAKATUH

Alhamdulillah we have finally completed our business plan. To be honest, none of us thought that we can finish this job on time but apparently we did and thank to Allah SWT for giving us the strength and the will to get it done.

During the whole period of preparing this business plan especially during the final week before our presentation and before submitting this proposal, we went through a lot of tough times. We believe without one person that has been guiding us throughout this journey, we will not going to make it until the finishing line. That person is our tutorial lecturer Miss Noraini Binti Sa'ait. We would like to express our high gratitude for her delicate advices and guidance to us. Thank you very much.

Thank you also to all group members for their assistance and we would like also to thank to every single person who helped us directly or indirectly. Thank you so much.

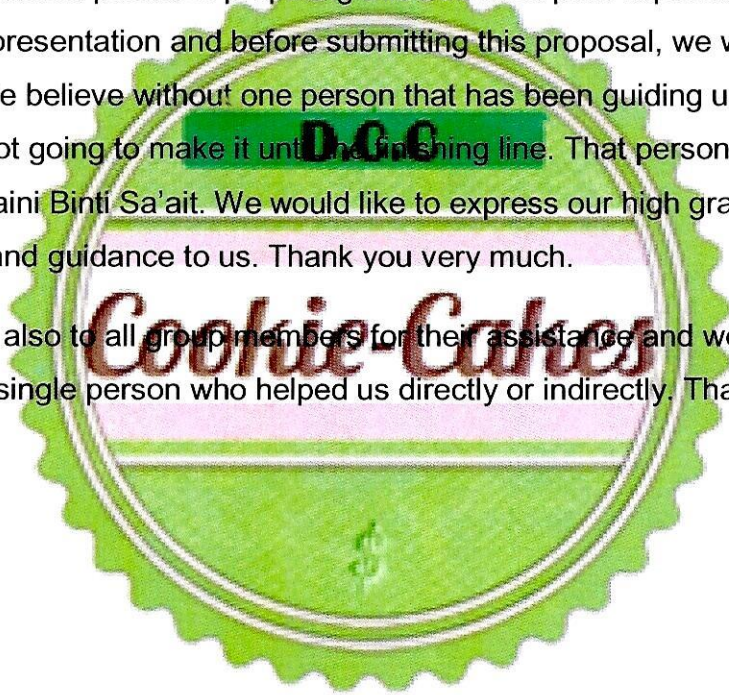
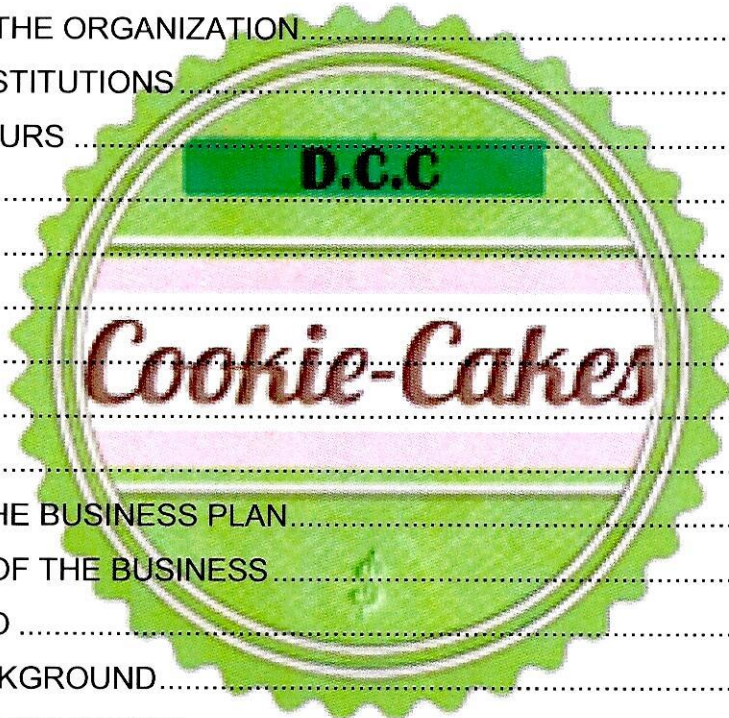




TABLE CONTENT

| | |
|---|----|
| ASSALAMUALAIKUM WARAHMATULLAHI WABARAKATUH..... | 1 |
| COVER LETTER | 2 |
| DUO COOKIES COMPANY. | 2 |
| ENTREPRENEURSHIP BUSINESS PLAN | 2 |
| (MARK VESCERA ANAK ROLLY) | 3 |
| INTRODUCTION TO THE INDUSTRY | 8 |
| PARTNERSHIP AGREEMENT..... | 8 |
| OBJECTIVE OF THE ORGANIZATION..... | 19 |
| FINANCIAL INSTITUTIONS | 19 |
| ENTREPRENEURS | 19 |
| SUPPLIERS | 19 |
| CUSTOMERS..... | 20 |
| VISION..... | 21 |
| MISION..... | 21 |
| MOTTO..... | 21 |
| GOAL..... | 21 |
| PURPOSE OF THE BUSINESS PLAN..... | 22 |
| BACKGROUND OF THE BUSINESS | 24 |
| COMPANY LOGO | 25 |
| PARTNERS BACKGROUND..... | 26 |
| PARTNERSHIP AGREEMENT..... | 37 |
| INTRODUCTION TO ADMINISTRATION..... | 47 |
| Administrative objectives: | 48 |
| Administrative mission:..... | 48 |
| Business vision:..... | 48 |
| ORGANIZATIONAL CHART..... | 49 |
| TASKS AND RESPONSIBILITIES | 51 |
| LIST OF RUMENERATION | 53 |
| LIST OF FURNITURES | 53 |





INTRODUCTION TO THE INDUSTRY

Cafe industry is a thriving and developing industry in the current century. With the growing expense of growing business and organizations, each of them seeks to spend a lot of time towards their daily works.

Nowadays, many people have no enough time to get their balance diet because their own daily works. This industry, will cover up their meals anytime they need. This products are very simple, easy, and good for health.

Truly, this is a global industry for everyone.

PARTNERSHIP AGREEMENT

D.C.C

With reference to the Partner Act 1961 (Revise 1974), this agreement is lawfully made between the partners of DUO COOKIES AND CAKES. The reason of this partnership agreement is made in order to make sure that all the business operation run accordingly to the schedule and the main objective of the business can be achieved.

It is hereby declared that all partners as mentioned below have witnessed and agreed to accept all terms, conditions and regulations stated as follow:

This partnership is registered under the name of DUO COOKIES AND CAKES.

The partners have also agreed to accept the position in DUO COOKIES AND CAKES.

enlisted as follow:

Mark Vescera Anak Rolly

General Manager

Mohd Mahizan Bin Anwar

Administration Manager



EXECUTIVE SUMMARY

DUO COOKIES CAKES is a new company that operated in Malaysia. It is the first company that being managed by Bumiputera. The name of this company is come out from the imagination by the partnerships members. It shows that how we positioning our products in customer's mind until they can remembering our company's name, simple and easily to pronounce.

As for the business, we are providing a special, delicious cookies and cakes for the Malaysian. As we go thru with the changes of environment, people nowadays don't put on simple food on their own daily meals. So our surveying we conclude that we are going to provide the Malaysia with de simple, special, cookies and cakes, that are well in high product's quality.

We are starting the business with the total capital of RM300,000 and all of the partners are contributing RM60,000. We have six workers that is general manager, administration manager, operational manager, marketing manager, financial manager, and one from the operational department.

Our market target of customers' characteristic is come from all income level, and for all of the customers' level of ages. Even children also can effort to buy our products.

Business plan is necessary to all entrepreneurs. It is prepared toa group of people which are owners itself, bankers, suppliers, customers and employees. This plan include in Business Plan chapter which is consists of marketing, operation, organization, and financial plan.