



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KOTA SAMARAHAN**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

FRESH SERUNDING ENTEPRISE

PREPARED BY:

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DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

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CONTENT

| NO. | CONTENT | PAGE |
|-------------|--|---------|
| | COMPANY LOGO | 1 |
| 1.0 | 1.0 SUBMISSION LETTER | 2 – 3 |
| | GENERAL PLAN | 4 |
| | ACKNOWLEDGEMENT | 5 |
| 2.0 | 2.0 EXECUTIVE SUMMARY | 6 |
| 3.0 | 3.0 PURPOSE OF BUSINESS PLAN | 7 |
| 4.0 | 4.0 SHAREHOLDERS AGGREMENT | 8 – 10 |
| 5.0 | 5.0 INTRODUCTION OF BUSINESS BACKGROUND | 11 |
| 6.0 | 6.0 BUSINESS BACKGROUND | 12 |
| | 6.1 COMPANY LOGO | 13 |
| 7.0 | 7.0 BACKGROUND PARTNERS | 14 – 17 |
| 8.0 | 8.0 PARTNERSHIPS CONTRIBUTION | 18 |
| | 8.1 BUILDING | 19 |
| 9.0 | 9.0 COMPANY LOCATION | 20 |
| | 9.1 MAP LOCATION | 21 |
| | 9.2 MAP LOCATION | 22 |
| 10.0 | ADMINISTRATION PLAN | 23 |
| | 10.0 INTRODUCTION TO ADMINISTRATION | 24 |
| | 10.1 MISSION, VISION AND OBJECTIVE AND FUTURE PLAN | 25 |
| | 10.2 FUTURE PLAN | 25 |
| | 10.3 STRATEGIES | 26 |
| | 10.4 ORGANIZATION CHART | 27 |
| | 10.5 POSITION AND TASK | 28 |
| | 10.6 WORKERS INCENTIVE SCHEME | 29 – 30 |
| | 10.7 REMUNERATION OF ADMINISTRATIVE STAFF | 31 |
| | 10.8 LIST OF EQUIPMENT | 32 |
| | 10.8.1 EQUIPMENT BUDGET | 32 |
| | 10.8.2 FURNITURE BUDGET | 32 |
| | 10.8.3 STATIONERY BUDGET | 33 |
| | 10.9 ADMINISTRATION BUDGET | 34 |
| | 10.10 OFFICE LAYOUT | 35 - 36 |
| 11.0 | MARKETING PLAN | 37 |
| | 11.1 INTRODUCTION TO MARKETING PLAN | 38 |
| | 11.1.1 DEFINITION OF MARKETING PLAN | 39 |
| | 11.2 MARKETING OBJECTIVES | 40 |

1.0 SUBMISSION LETTER

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SARAWAK

Miss,



RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company **FRESH SERUNDING ENTERPRISE,**

I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that have been given by you in order to accomplish this business plan and in the same time attach us toward goals and objective of the preparation of this business plan until us finally completing according to time given respectively.

2.0 EXECUTIVE SUMMARY

The name of our company is FRESH SERUNDING ENTERPRISE. The form of business that we operate is partnership, which consists of four members. Each member contributes certain amount of capital as agreed in agreement later before these businesses have been established. The business activity that we run is produce and supply the floss known as serunding for those people who like to eat it and to satisfy the needs and wants of customer. Our business will be held in Satok, Kuching.

All the partner are entitled to participate in the business management, which the partners had agreed that is Khairul Anwar Bta Rambely as the General Manager, Dk Nur Fatimah Bt AK Ahmad Shah is the Marketing Manager, Evelyn Ak Pirit is the Operating Manager and Emyeziana Bt Alisiew is the Financial Manager. The company are entirely own and manage by the Bumiputra. The company will be located at Satok, and the reason why we choose this area it is because of the place is very strategic. It is because our premise was nearby Wisma Satok that is the place for the people for shopping. Besides, this area also is a centre of attention for the foreigners especially during weekend days.

The management team in this business will be lead by general manager and assist by other manager. The General Manager will responsible in planning, leading, controlling, and leading in this business. The Administration Manager functions for the job that related with administration process such as planning and arranging the remuneration schedule of salary and wedges. The Operation Manager responsible in job that related with the operation process and will supervise and coordinates the operation of the business that has been established. The Marketing Manager will be responsible in the matter that related with marketing such as created the marketing plan identify the customers need and demand. Identifying competitor, target market size and forecast the future market. The financial manager playing a role in financial managers such as business financial position, preparing budget and financial statement and expenses for each department and controlling the flow of money in this organization.

5.0 INTRODUCTION OF BUSINESS BACKGROUND

The name of our company is Fresh Serunding Enterprise. Serunding is a Malaysians traditional food also known as floss. It is a dish made with spices and cooked until dry, sometimes oily especially meat floss for long-lasting. It is cooked and stirred without stopping to really dry because the only way it will last longer. Among the usual floss are floss meat, poultry, fish, shrimp and anchovies. It is a common dish in the Hari Raya Puasa and Hari Raya Haji. Floss can be eaten with rice himpit, rice diamond, and any else. Finally, our group of company reached an agreement to create our business to produce and supply it to the customer. Satok is our area to run our business because this town has a large market and the demands of people are higher

Our company believes that the business activities can expand and develop very well if we make very excellent strategies in order to attract the customer's attention. Before we start our business we had to count the risks as competitors, economic downturn, changing of timeline, demand of people and population size.

For financial perspective, we always well prepared in order to face unpredictable conditions and actions. In order to run our business we went through several stages. Satok is the best and favorites place to achieve our business goals and objective.

