



**UNIVERSITI TEKNOLOGI MARA SARAWAK**  
**FACULTY OF INFORMATION MANAGEMENT**  
**Diploma in Information Management**  
**(IM110)**

**Fundamental of Entrepreneurship**  
**(ENT300)**

**Final Project:**

**MY CAKOI PLANET (MCP)**

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Prepared for:

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Date of submission:

MARCH, 2015

## **SUBMISSION LETTER**

**ENT300 Students,**

Diploma in Information Management,

Universiti Teknologi MARA (UiTM) Sarawak

Samarahan Campus

Jalan Meranek,

94300 Kota Samarahan

Sarawak

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Universiti Teknologi MARA (UiTM) Sarawak

Samarahan Campus

Jalan Meranek

94300 Kota Samarahan

Sarawak

March 19, 2015

Miss,

### **Re: Submission of Business Proposal**

We would like to present you the Fundamentals of Entrepreneurship (ENT300) project which was authorized to us on the first week of (TARIKH). We are proudly submitting to you the completed business proposal of our group, **My Cakoi Planet**, on this date of which had been agreed before.

## **EXECUTIVE SUMMARY**

Our company name is My Cakoi Planet. Our business has been decided in the form of partnership. Each of us has contributes certain amount of capital as agreed in our agreement. Our main business activity is about sale and service food. We will open our restaurant at No. 5367, Ground Floor, Desa Ilmu Commercial Centre Lrg Desa Ilmu 22m/1 94300 Kota Samarahan Sarawak by 1<sup>st</sup> January 2016.

All four of us have agreed to participate in all business management that will establish soon, that is Muhammad Azlan Shah bin Ahmad as General Manager and Administration Manager, Delef anak Buta as Marketing Manager, Danial bin Mustapha as Operational Manager, and Bahtiar bin Dahlan as Financial Manager.

In order to makes our business run and progress smoothly every shareholders play their part in making this business successful. Every team members are responsible to do their work according to their expertise which will enable their task to works better. It is important for every member does their work in progress and systematically to lead the company in gaining more profit, retain and attract more customers.

After gone through many stages of research and analysis, we find out that Samarahan area has a great potential to be explore. It is strategic places for us to set up our business there because that particular area will be an opportunity for us since the populations are high.

My Cakoi Planet is a company that will provide food to the customer and mostly our target customer is youth in area of Samarahan. We are providing the best food of “cakoi” to the customer.

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## 1.0 INTRODUCTION

Business plan is important because it explains about the activities, strategy, financial, operation and others that are related to the business. People that have the knowledge about entrepreneurship will easily construct new business from business plan because it has a lot of information about the business itself, which will guide the entrepreneurs in managing their business effectively.

The management team will be lead by the General Manager and the other managers will help in other process. The General Manager is the one who responsible in controlling, leading, organizing as well as plan the entire business that will be establish. The Marketing Manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies.

Besides that, the operation hour of our business is controlled and monitored by the Operation Manager and this manager also will be the one who will take notes about the equipment and other facilities that are required in My Cakoi Planet. The Administrative Manager will responsible in doing all jobs relating to office administration that will do task in admin the salon that will be establish soon. Finally, the Finance Manager will handle financial matters such as preparing for the budgets and financial statement for the each department. All the financial statement need to be taken care properly by our finance manager.