



**UNIVERSITI TEKNOLOGI MARA SARAWAK
KAMPUS KOTA SAMARAHAN**

**FACULTY OF ADMINISTRATIVE SCIENCE
AND POLICY STUDIES**

DIPLOMA IN PUBLIC ADMINISTRATION

UNIQUE SARAWAK LAYER CAKE

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APRIL 2007

Eleopatra Marten,
General Manager cum Administration Manager,
Unique Sarawak Layer Cake,
Parcel No 6,
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Jalan Dato' Mohd. Musa,
94300 Kota Samarahan,
Sarawak.

Encik Mohd. Sapawi b Jamain,
Lecturer of Fundamentals of Entrepreneurship (ETR300),
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94300 Kota Samarahan,
Sarawak.

10 APRIL 2007

Sir,

Ref: Submission of Business Plan Proposal

I, Eleopatra Marten; the general manager cum administration manager of **Unique Sarawak Layer Cake** would like to submit our business proposal. We are here, to express our gratitude for giving us guides and aids in making our project paper to be submitted on schedule.

2. Fundamentals of Entrepreneurship course is specially designed in order to help the becoming entrepreneur to obtain knowledge and exposure in the field of

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*Unique Sarawak Layer Cake,
Parcel No 6,
Lorong 1 Desa Ilmu,
Jalan Dato' Mohd. Musa,
94300 Kota Samarahan,
Sarawak.*

EXECUTIVE SUMMARY

Our company name is **Unique Sarawak Layer Cake**. The business has been decided on the form of partnership, which consists of four members. Each partner contributes certain amount of capital as agreed in our agreement. Our main business activity is manufacturing layer cake and selling our product to the customer. We have decide that our business will operate at **Parcel No 6, Lorong 1 Desa Ilmu, Jalan Dato' Mohd. Musa, 94300 Kota Samarahan, Sarawak**. This will fully operate 1st January 2008.

All partners are encourage and entitled to participate in all the business management. We have agreed that **Eleopatra Marten** General Manager, as well as the Administrative Manager; **Zarina binti Bakeri** will act as our Marketing Manager, while **Riney binti Maslie** will hold the post of Operational Manager, and **Siti Nurhikmah binti Abu Seman** had been appointed as our Financial Manager.

The management team will be lead by the General Manager and the other manager will help or to assist. The **General Manager** is responsible in controlling, leading, organizing as well as planning the entire business. The **Administrative Manager** is responsible for all jobs relating to office administration. The **Marketing Manager** is responsible in preparing the

INTRODUCTION

Unique Sarawak Layer Cake is business which ventures in offering and providing product which focusing more on producing a good quality product.

However due to some circumstances and agreement from all the partners business will only focus producing Sarawak Layer Cake which will satisfy our customer. This business has been agreed the form of partnership, which consists of four partners. All partners have agreed to abide to all the terms of the partnership as to contribute some capital according to the allocated shares. Besides that, it proves that the reason why we have chosen partnership as our form of business is 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".

The main reason of existence the **Unique Sarawak Layer Cake** is able to produce a good quality product to various types of people who interested in Sarawak Layer Cake. As we all aware of, in these olden days the Sarawak layer cake only as an ordinary cake and so familiar among the Sarawakian but for four of us this is the good opportunity to set up a business to promote the Sarawak layer cake to the people which outside Sarawak. Especially for those who came from the Peninsular Malaysia and Sabah. When they come and visit Sarawak,

PURPOSE OF BUSINESS PLAN

The purpose of our business plan is as follows:

I. As a guideline in our daily operation.

The business plan consists of planned strategies this business plan is comprehensive guideline in our daily operation.

II. To obtain loan from a financial institution to run our business.

A good business plan will easily enable us to get a loan because financial institution will trust and believe that the business will bring profit in due time. Besides that, the possibility to pay back the loan is also high which will definitely decrease their doubts of giving us the loan.

III. As a backup plan to avoid a deficit in our business.

Furthermore, we can avoid from incurring too much costs as well as aim to find alternative ways to maximize our profits by analyzing our budget expenditures wisely.