



UNIVERSITI TEKNOLOGI MARA KOTA SAMARAHAN SARAWAK

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

WEEKENDS I

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DIPLOMA IN PUBLIC ADMINISTRATION

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SUBMISSION LETTER

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Miss Noraini Binti Sa'ait
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Dear Miss,

Submission of Business Plan Proposal

Referring to the matter above Weekends! would like to submit the business plan for your analysis and reference.

2. Weekends! would like to start our business with partners and address as mentioned below.

Details of partner are as follow:

1. Awang Muhammad Hariz bin Awang Halmi
2. Chelesha Mirat Paris

EXECUTIVE SUMMARY

The business is based on partnership where it consists of four members. The members include general manager, administrative manager, operational manager, marketing manager and financial manager. The business capital is RM200, 000.00 which every shareholders contribute RM40, 000.00 each.

Weekends! is a partnership business which we all start from scratch providing high quality local clothes as our products to all customers. Our target market is the elders and teenagers, plus additional target market is the tourists.

We had appointed Awang Muhammad Hariz Bin Awang Halmi as our General Manager, Zabir Brahim Bin Baharuddin as Operational Manager, Angela Garnette Balang as Marketing Manager, Chelesha Mirat Paris as Administrative Manager and Ophelia Peter Kalat as Financial Manager.

General Manager will be responsible in monitoring all staff and the overview of the organization. He also will be responsible in making decision and the well management for the company. The Marketing Manager is responsible in making marketing plan for the company. The marketing plan will be consists of identifying the target market, competitors and the forecast for the future of the company.

For the Operational Manager, he will be responsible in managing all operational management. He will coordinate operation management such as arranging the machine, workers of the operation and all the materials need in making our products. As for Administrative Manager will be responsible for all administrative activities such as schedule for remuneration, organizational charts and prepare the list for the office equipment. Lastly, the Financial Manager will be responsible in handling financial matters such as preparing the budget, income statement and control the cash flow of the company.

WEAR IT PROUDLY

1.0 INTRODUCTION TO BUSINESS

Weekends! Is a company that provides high quality clothes for our customers. The purpose is primarily to provide local based products for our customers. High quality of clothes provided by us will attract the attention of our customers with unique product designs, to satisfy the needs and want of our customers.

We do realize that it will not be an easy task for us to run this business but we will ensure that our business will be running smoothly. There must be a lot of patience and challenges that we will face by us. All partners must be involved in running this company. Our major focus is by creating local based clothes that provide a high quality clothing to gain satisfaction from the customer. We are very optimistic that this business will gain a lot of profit.

In order to make this business run smooth, we must have an efficient and complete method of management in an administration of business. All partner must involve in strategic management. The most important thing that we need to take care of is efficiency in the management to ensure our objective can be achieved and we have to put much effort in preparing this business proposal. Marketing production and financial aspect must be considering in business which consist a complete team of management that planning, organizing, leading and controlling. All these aspect is important in achieving our goals.

1.1 NAME OF COMPANY

The name of or company is Weekends!. Our business is actually starting from scratch in selling local clothes in Plaza Merdeka.