



**UNIVERSITI TEKNOLOGI MARA SARAWAK  
KOTA SAMARAHAN**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**

**SECURE PLUS**

**PREPARED BY:**

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**DIPLOMA IN CIVIL ENGINEERING (EC110)**

**APRIL 2011**

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## 1.2 **Executive Summary**

The name of our company is SECUREPLUS Sdn Bhd. The business is in the form of partnership which consists of four members. Each partner contributes certain amount of capital as agreed in the agreement.

We agreed that Rayner Siam as a General Manager and Administration Manager, Lineker Hamid as a Operation Manager, Muhammad Fazrul Bin Aselan as a Marketing Manager, Mohd Zalik Fuzael Ghazali as a Financial Manager. The selection of General Manager based on the consensus among all the partners and also based on his experiences, skills and abilities.

The business management will be led by the General Manager and assisted by the other managers. The General Manager is responsible in planning, leading, controlling, and organizing the business. Administration manager responsible in conducting the business goal and objectives, preparing for organization chart, in charged in manpower planning, make the schedule of tasks and responsibilities, schedule of remuneration, list of office equipment, and also administrative budget.

The Marketing Manager is responsible to make a marketing plan where he identifies the customer's needs and wants, identifies the competitors, target market, market size, and the sale forecast in the future market. The Operation Manager is responsible for process of marshalling resources to product output through the transformation process. The Financial Manager is responsible for preparation of a business plan, involves determining the total project cost, choice of sources of financing.



### 1.3 Submission Letter

SECUREPLUS Sdn Bhd,  
Sub Lot No. 72,  
Lot2290 & 3180,  
Block 2, Jalan Desa Ilmu,  
94300 Kota Samarahan,  
Kuching, Sarawak.

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Miss Nurashikn Nazer Mohd,  
2011

1 April

Lecturer of ETR 300 (Entrepreneurship),  
University of Technology Mara,  
Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan, Sarawak.

Miss,  
**SUBMISSION OF THE BUSINESS PLAN**

As the information stated above, me; as a General Manager of SECUREPLUS Sdn Bhd, responsible on the partners behaviour, are glad to submit our Business Plan for your reviewing purpose.

2. We really hope that through this Business Plan proposal, we will be able to improve our financial base and the presentation as well. All information is available it the Business Plan together with this letter.

Your encouragement is highly appreciated.  
Thank you.

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(RAYNER SIAM)  
General Manager of SECUREPLUS Snd Bhd

## **1.6 Introduction to the Business Plan**

Nowadays, Malaysia housing and businesses area are difficult enough to run their activity without the additional hassle of dealing with theft, vandalism and fraud. Unfortunately, in this day and age, as a business owner or house safety from any crime, if you do not have an ironclad way of avoiding these possibilities, and minimizing their damage, your business may be doomed to failure.

Fortunately, SECUREPLUS Snd Bhd. Surveillance Solutions offers a full line of business and housing CCTV Security Camera Systems to every budget range. We have already assisted our business customers in reducing theft and shrinkage, reducing fraudulent unemployment claims, reducing fraudulent lawsuits and even avoiding bogus tickets. All of our PC-Based and Standalone DVR systems business security camera systems allow you to record from multiple cameras onto your hard drive, playback pre-recorded footage, some can even send email alerts when motion is detected, and many our business and housing security camera systems can even allow you to connect in to your cameras from a remote location using a PDA phone, laptop or even an iPhone, Android phone, BlackBerry PDA phone or Windows mobile PDA phone.

A business plan is a written document that serves as blueprint and guide for a proposed business project that one intends to undertake. The information gathered regarding the project is used in the Business Plan to make prediction over viability, forecast success and propose strategies for the project. Besides, it is a platform for every entrepreneur to measure their company goals and objective.

## **1.7 Name of The Company**

SECUREPLUS Snd Bhd venturing in this business is absolutely to provide a better alarm security and CCTV system. The origin of SECUREPLUS name are combination with the word of "security" and "plus". The name of our company is base from our mission that provides the business and home security in a budget range and