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1.SUBMISSION LETTER

Diploma in Planting Industry Management

MARA University of Technology

Sarawak Branch , Mukah Campus

Madam Siti Farah Binti Lajim

Lecturer of ENT300

MARA University of Technology

Sarawak Branch, Mukah Campus.

August 2015

Madam,

Submission of Business Plan Proposal (ENT300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT300 subject.

This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposal business venture which covers administration, marketing, operation and financial aspects.

We hope that this business plan we proposed does fulfil your requirement. Any mistake or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for guidance and time to go through our business plan analysing it. With all our efforts, we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

3. EXECUTIVE SUMMARY

The name of our business is "NAIZO CAFÉ". Our company location is at . The main activities in our business are produced and market the roti canai and pizza. Our company Lot 3, Blok 70, Mukah Shopping Mall, Bandar Baru Mukah, 96400, Mukah , Sarawak offers roti canai that based on its tastes and quantity. Our business operation is at 8AM – 5PM every day except on Monday. At the Public holiday our café will operate at 9am to 2pm.

There are no sleeping partners and all entitled to participate in the business management. There will be five (4) members in our partnership. We agreed that Miss Roseanna Robert as a General Manager and also as Administrative Manager and it assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. Administrative Manager responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. Miss Janie Anak Tuan as a Marketing Manager, she will be responsible to create marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size, and forecast the future market.

Miss Kelinan Anak Ubih as an Operational Manager, and she will be responsible to do the entire job that related to the operation and will be supervise and coordinate the operation business. Lastly, Miss Ferra Anak Henry as a Financial Manager. She will responsible will be responsible on handling the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the business.

1.1 INTRODUCTION OF BUSINESS PLAN

The business plan of NAIZO CAFÉ is proposed so that it can be undertaken comprehensive manner. The business plan gives opportunity for us to access the business in the future. We had decided a partnership business which provides to sell roti canai in the premises. The business is in form of enterprise which consists of four shareholders.

All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as ratio. We had chosen this kind of business it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period.

In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and also achieve high productive time to time. Partnership also responsible to manage the organization to become more detail and know the job they need to do in the future.