



**UNIVERSITI TEKNOLOGI MARA (UiTM)**

**DIPLOMA IN PLANTING INDUSTRIAL MANAGEMENT (AT110)**

*PU' MANUK*



**Nutrients are guaranteed 100% since the**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

**PREPARED BY**

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## **1.1 SUBMISSION LETTER**

Diploma Pengurusan Ladang,  
Universiti Teknologi Mara,  
Kampus Mukah,  
Sarawak.

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Madam Siti Farah Binti Lajim,  
Lecturer of ENT 300,  
Sarawak Branch, Mukah Campus.

9 SEPTEMBER 2016

Madam,

### **Submission of Business Plan Proposal (ENT 300)**

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

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

We hope that this business plan that we proposed does fulfill your requirement. Any mistakes 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 and analyzing 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.

Yours sincerely,

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(KHAIRIN JOHN)

GENERAL MANAGER OF PU' MANUK.



## **1.5 EXECUTIVE SUMMARY**

The name of our company is “ Pu’ Manuk”. Our company location is at The Medan Mall, Setia Raja Boulevard, Bandar Baru Mukah, 96400 Mukah, Sarawak, Malaysia, 96400 Mukah. The main activity in our business is produced and supply the bird nest. Our company offers birds nest that based on its quality. Our business operation is at 08:00am-05:00pm every day.

There will be five (5) members in our partnership. We agreed that Khairin John as a General Manager and assist by the other managers the General Manager is responsible in planning, leading, controlling and organizing the business. Mr. Luke Jai as a Financial Manager. He will responsible on handling the matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the business. Mrs. Arzuna Binti Sam as an Administration Manager and responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages.

Meanwhile, Mrs. Siti Atikah Binti Junaidi as a Marketing Manager, she responsible to create the marketing plan, identifying the customer’s need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, Mrs. Nur Fatin Rizana Binti Rizalman as an Operational Manager and she will be responsible to entire job that related to the operation and will be supervise and coordinate the operation of the business.

## **2.1. INTRODUCTION OF ADMINISTRATION**

Administration is the most important thing when open up a business. It is to ensure the business run smoothly. The performance, growth and survival of the business depend on managerial skills and capabilities. The manager should have the administration function such as planning, controlling, organizing, and leading the company.

The task of administration manager is to set the employee's salaries, protect the employee's welfare compensation and fringe benefits, recruiting, provide the furniture and fitting in the office to ensure the employee comfortable working environment. The administration task also including plan and set the objective or goals of the business and ensure the company achieve the goals that have been set successfully. The administration also has to arrange the organizational structure, do a working schedule, and calculate all budgets relating to administration department.

Besides, the administration also responsible to ensure the partnership and the employees get the acceptable salaries like stated in the agreement and take care about employee welfare such as SOCSO, EPF, bonuses and leaves such as medical leaves, emergency leaves, maternity leaves and annual leaves. Thus, in Pu' Manuk business we see administration function as a vital task where it compresses all the elements to make sure the effectiveness in terms of performing organization activities.

Our company, Pu' Manuk which will focus in distribution and selling of bird nest, see that the other country such as China demand on bird nest are dramatically increases day by day. By looking this as business opportunity, we choose to create this company.