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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

D'SEBASIH

PARTNERSHIP

PREPARED BY

FACULTY : FACULTY OF PLANTATION AND AGROTECHNOLOGY
PROGRAMME : AT110
SEMESTER : 5
PROJECT TITLE : D'SEBASIH BUSINESS PLAN

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SUBMISSION LETTERS

Diploma in Planting Industry Management,
Semester 5,
Universiti Teknologi Mara Sarawak,
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96400 Mukah,
Sarawak.

28 November 2019

Ahmad Faisal Bin Mahdi
Entrepreneurship lecturer (ENT300),
Universiti Teknologi Mara Sarawak,
96400 Mukah,
Sarawak

Sir,

SUBMISSION OF BUSINESS PLAN REPORT

According to the title above, we had completed our business plan report on the name of, and would like to submit it.

2. This report consists of important elements and aspects that have been considered in the beginning of business. In this report, it includes our business profile, the structure of marketing plan, operational plan, administration plan, financial plan and all the information that regarding to the business plan.

3. There is the list of the members that involved in the process of completing the business plan report:

- I. Vannessa Elaine Anak Desmond Roddy
- II. Priestley Lanting Anak Layang
- III. Celine Ulaui Anak Wilson
- IV. Xavier Anak Anis

4. We really hope that you will satisfied with our business plan report and wishing that will be evaluated as fairly as possible. Your sincerest and honest condition would be much appreciated.

Thank you.

You're sincerely,

(Vannessa Elaine Anak Desmond Roddy)

General Manager and Administration Manager of D'SEBASIH

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

- i. **Name of the business** : D' SEBASIH
- ii. **Nature of business** : Partnership
- iii. **Industry profile** : Organic Pesticides
- iv. **Business Location** : Miri, Sarawak
- v. **Date of commencement** : 1st January 2020

- vi. **Factors in selecting the proposed business:**
 - a) We want to fulfill customer demand
 - b) We want to gain profit and shares

- vii. **Future prospects of the business:**
 - a) We want to open more branches in Sarawak and Semenanjung Malaysia.
 - b) We want to make our business as a main producer that produce the best organic pesticides.

1.2 PURPOSE OF BUSINESS PLAN

1. To analyze and evaluate the viability of a proposed venture

- Everyone in the organization will use the information contained in the business plan whether to set performance target, guide decision with regard to ongoing operation or assess personnel performance in term of their ability to meet objectives in business plan. A business's performance and progress can be measure within planned goals involving sales, expenditures, time frame and strategic direction. Business plan also help an entrepreneur or a business manager identify and focus on potential problem areas, both inside and outside the organization.

2. As a guideline for managing the business

- This business plan is the guideline for the organization in setting, planning, managing, handling and controlling our business for day to day management, budget, financial forecast, strategies, target market and even long term goals. It is also as a master plan of an organization that necessary to calculate the effectiveness on running such business. As successful business leader knows that a well written business plan can provide day to day operational assistant. Organization that concentrated on their business have a higher chance of success; when used as road map, it can help business leaders stay focused on business growth, mission and organization's goal.