



UNIVERSITI TEKNOLOGI MARA

ENT300 ENTREPRENEURSHIP

KUEH BROTHER (BIRD'S NEST)

SIR AHMAD FAISAL BIN MAHDI

BM 111 5M2

**BIRD'S
NEST**

SINCE 2010

NAME

MATRIC NUMBER

AMELDA ANAK BACHUN

2014405644

BENJAMIN DANRIE DANIEL

2014866468

DAYANG NURUL ANINA BINTI AWG HAMZANI

2014883318

NUR AZZAH AZIRAH BINTI NORARIEFFIN

2014297128

NUR'SHAKILA BINTI BOLHASAN

2014699142

0	0.1 FRONT PAGE 0.2 TABLE CONTENT	1 2-4
1	1.1 ACKNOWLEDGEMENT 1.2 EXECUTIVE SUMMARY 1.3 CONSULTANCY AGREEMENT 1.4 SUBMISSION LETTER 1.5 COVER GENERAL MANAGER PLAN 1.6 COMPANY BACKGROUND 1.7 PURPOSE OF BUSINESS PLAN 1.8 CONSULTANT BACKGROUND	5 6 7-16 17-18 19 20-23 24 25-30
2	2.0 COVER ADMINISTRATIVE PLAN 2.1 INTRODUCTION 2.2 OFFICE LAYOUT & SYMBOL 2.3 ORGANIZATION CHART 2.4 LIST OF MANAGEMENT AND OTHER WORKERS 2.5 SCHEDULE OF TASK AND RESPONSIBILITIES 2.6 LABOR INCENTIVE 2.7 REMUNERATION TABLE 2.8 LIST OF ADMINISTRATION EXPENSES 2.9 ADMINISTRATIVE BUDGET	31 32 33-35 36 36 37 37-38 39 39-40 41

EXECUTIVE SUMMARY

The name of the company is Kueh Brother Bird Nest. The business is in form consultant which consists of five members. The main business activity is selling bird nest by their own (customer) transportation. We are selling the bird nest with the different price. It is because the price is depends on the kilogram (kg) of the bird nest that the customers wants and needs. Other than that, to get a high quality of the nest so that by our own customer can choose which bird's nest that they want. This also can attract customer to be our regular customer. Our business operation is every day except public holiday at 0800 a.m. to 0500 p.m.

There are no sleeping partners and all are entitled to participate in the consultant management. We agreed that Nur Azzah Azirah Binti Norariffin is our General Manager; Amelda Bachun is the Administration Manager, Dayang Nurul Anina Binti Awg Hamzani as the Marketing Manager, Benjamin Danrie Daniel as the Operational Manager and Nur'Shakila Binti Bolhasan as the Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. The Marketing Manager will be 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, the Financial Manager will be handled 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 organization.

SUBMISSION LETTER

ENT300 Students,
Diploma in Business Management.
Mara University of Technology,
Mukah Campus,
Jalan Oya Bandar Baru Mukah,
96400 Mukah, Sarawak.

Sir Ahmad Faisal Bin Mahdi,
ENT300 Lecturers,
Mara University Of Technology,
Mukah Campus,
Jalan Oya Bandar Baru Mukah,
96400 Mukah, Sarawak.

**BIRD'S
NEST**

28th August 2016

SINCE 2010

Sir,

RE: SUBMISSION OF BUSINESS PLAN

On behalf of my partners, me as the General Manager would like to submit our business plan for your evaluation and further action. We are very thankful for your teaching, advice, support, motivation and guidance throughout this semester.

2. At the early stage, my partners and I thought that this course is quite tough since that we do not have any experiences and knowledge of starting a business. However, as the time pass by, we learned that this subject provide good opportunity and exposure for us in learning the real knowledge and skill in the management and also business procedure.

COMPANY BACKGROUND

NAME OF THE BUSINESS

Kueh Brother "Bird Nest" is a name that we choose for our business because we believe that our company is able to make people enjoy our high quality product in a friendly and comforting environment.

NATURE OF BUSINESS

Supply raw Bird's Nest that is produced by the swiftlet.

INDUSTRY PROFILE

The main reason of the establishment of Kueh Brother Bird's Nest is because of the demand at this area and outside of Mukah.

YEAR OF BUSINESS COMMENCEMENT

Kueh Brother has agreed to start the business on 2010. This year seems to be potential date to make sure all arrangement of the office and business are prepared well.

FACTORS IN SELECTING THE PROPOSED BUSINESS

We want to consult this business as we know that there is a little competition in bird's nest. We are doing this business in Mukah. Besides, the bird's nest is the most high quality in Mukah with affordable to the customers to purchased and we hope that our business could expand to overseas.

FUTURE PROSPECTS OF THE BUSINESS

We believe that this company (Kueh Brother Bird's Nest) is able to provide more products that have a high quality in Mukah. We are also believed that bird's nest can bring to the globalization with a good commitment. We as a consultant believe that the future goal for this company is to expand this business around Sarawak and developing it into able to produce these bird's nest locally. We want to ensure that the product is also aimed to be value in the future.