



اُنِيُوْ سِيْطِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

MARA UNIVERSITY OF TECHNOLOGY

FACULTY OF INFORMATION MANAGEMENT

DIPLOMA IN FACULTY OF INFORMATION MANAGEMENT (IM110)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

COMPANY: LEMPONQ DE' WESTERNIA

PREPARED BY:

Abdul Faez Izdihar Bin Abdul Jaffar	2010314533
Khairani Binti Mohd Suhaidi	2010527259
Nazrina Binti Bagus	2010779537
Nur Farahani Binti Sapuani	2010922649

(IM1105A)

PREPARED FOR MR. ABANG SULAIMAN BIN ABANG SALLEH

SUBMISSION DATE: 25TH MARCH 2013



ISO 9001:2008



KLR 0500123



UNIVERSITI
TEKNOLOGI MARA
SARAWAK
PEMENANG
Anugerah Kualiti
Perkhidmatan Awam
Negeri Sarawak
2010
PIALA
KETUA
MENTERI

Surat Kami : 100-UiTMKS (HEA. 30/7)

Tarikh : 18 Disember 2012

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

<u>BIL.</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1.	2010725259	KHAIRAINI BT MOHD SUHAIDI
2.	2010922649	NUR FARAHANI BT SAPUANI
3.	2010314533	ABDUL FAEEZ IZDIHAR BIN ABD JAFFAR
4.	2010779537	NAZRINA BT BAGUS

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengurusan Maklumat** untuk membuat satu kertas projek bagi Kod Kursus **ENT300 (Fundamentals Of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **Cik Siti Farah Bt Lajim** di talian(**0148780686**)sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar

WAN FAKHRURRAZI WAN DAHALAN

Penolong Pendaftar

Bahagian Hal Ehwal Akademik

bp Rektor

/jk

Pemenang
Anugerah Kualiti
Ketua Pengarah
MAMPU 2006

Pemenang
Anugerah Kualiti
Perkhidmatan Awam
Negeri Sarawak 2006

Pemenang
Anugerah Kualiti
UiTM 2006
Anugerah Gemilang

Pengiktirafan
Pengamal
Kualiti
(AKKMS 2008)

Tempat Pertama
Anugerah ICT
Setiausaha
Persekutuan
Sarawak 2009

USAHA, TAQWA, MULIA

TABLE OF CONTENT

EXECUTIVE SUMMARY

SECTION 1 : GENERAL PLAN

SECTION 2 : ADMINISTRATION PLAN

SECTION 3 : MARKETING PLAN

SECTION 4 : OPERATIONAL PLAN

SECTION 5 : FINANCIAL PLAN

SECTION 6 : CONCLUSION AND APPENDICES



gh

Executive Summary

The name of our company is LemponQ de' Westernia. Our business is a partnership where each partners contributed certain amount of fund as the starting company capital as agreed in agreement. The main business activity is providing services that is the dining experience where the customers would not get it anywhere except at ours. What makes our business is unique and special is that we combined the traditional Malay way of dining with a little western twist in it. Thus, the customers will get a great dining experience where they cannot get it from anywhere else.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Abdul Faez Izdiyar Bin Abd. Jaffar as the General Manager, Nazrina Binti Bagus as the Marketing Manager, Khairaini Binti Mohd. Suhaidi as the Operational Manager, and Nur Farahani Binti Sapuani as the Financial Manager. However, there is still one managing positions which is vacant. The vacant post is the Administrative Manager. Our hiring process will start soon in order to find candidates to fill the position.

The management team will be led by the General Manager and will be assisted by the other executives. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Executive is responsible for the job that related to administration such as planning, arranging the remuneration schedule of salary and wages and will also take the responsibility as a human resource executive. The Operational Executive is responsible to the entire job that related to the operation and will supervise and coordinate the operation of the business. The Marketing Executive will 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 Executive will handle 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.

1. INTRODUCTION TO BUSINESS PLAN

LemponQ de' Westernia, the registered name for our company is a company which provides traditional and western dessert food style. Customers' demand, especially in Malaysia, are famous with various ways of how eating crackers, and one of the traditional way practiced is by dipping the crackers into the drink. Yet, we want to have something different, whereby people can taste the crackers the way how it was. So, we take it as a challenge to promote the crackers in different ways. As for our LemponQ de' Westernia, we create a name based on our specialty. We traditionalize it, in the same time by adding a little bit of western style. To make it to be better well-known among the customers, we have come out with our own website, Facebook and Twitter page.