



اَوْبُو دَسِيْتِي بَاتِي كُونُو لَوِي كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN CIVIL ENGINEERING
FACULTY OF CIVIL ENGINEERING
UNIVERSITY TECHNOLOGY OF MARA
KOTA SAMARAHAN SARAWAK



Fresh mushrooms only from
PARADISE

ENT300

FUNDAMENTAL OF ENTEPRENEURSHIP

PREPARED BY :

NURUL EZZAH FATHIN BINTI MUSTAPHA

MOHAMMAD IZZAT BIN BAKRI

ROSNAN BIN GANGRA

FADZILAH BINTI ABIDIN

AK MUHAMMAD SAUFI BIN AK ALI PUTRA

PREPARED FOR :

MR. ABANG SULAIMAN BIN ABANG SALLEH

APRIL 2014

EXECUTIVE SUMMARY

Cultivation of Mushroom has been in vogue for almost 300 years. However, commercial cultivation in Malaysia has started only recently. Growing mushroom under controlled condition is of recent origin. Its popularity is growing and it has become a business which is export-oriented. Today mushroom cultivation has been taken up in states like Canada, Australia, Singapore, USA and etc. Mushroom is an excellent source of protein, vitamins, minerals, folic acid and is a good source of iron for anaemic patient.

In our business, there are no sleeping partners are involved as all the partners has their own contribution and roles in managing the business. All of us agreed that Nurul Ezzah Fathin Binti Mustapha as the General Manager, Mohamad Izzat Bin Bakri as the Marketing Manager, Rosnan Bin Gangra as the Operational Manager, Fadzilah Binti Abidin as the Administration Manager and Ak Muhammad Saufi Bin Ak Ali Putra as the Financial Manager. The position of Nurul Ezzah Fathin Binti Mustapha as the General Manager is based on the consensus among all the partners and selected based on the experiences, skills and ability.

The management team will be led by the General Manager and assist by other executives. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to the administration such as planning and arranging the remuneration schedule of salary and wages.

The Operational Manager is responsible to the entire job that related to the operation and will supervise and coordinate the operation of the business. The Marketing Manager will responsible to create the marketing plan, identifying the customers need and demand, identifying the competitors, target market, market size and to forecast the future market.

Lastly, is the Financial Manager that is responsible in 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 organization.

TABLE OF CONTENT

EXECUTIVE SUMMARY

CONTENT

PAGE

GENERAL PLAN

❖ ACKNOWLEDGEMENT	1
❖ SUBMISSION LETTER	2
❖ INTRODUCTION	3-5
❖ PURPOSES OF BUSINESS PLAN	6
❖ COMPANY'S BACKGROUND	7
❖ COMPANY LOGO	8
❖ PARTNERSHIP AGREEMENT	9-10
❖ LOAN APPLICATION	11
❖ PARTNER'S BACKGROUND	12-16
❖ MAP OF OUR LOCATION	17

LETTER OF SUBMISSION

Students of ENT300 from EC1106A,
Diploma in Civil Engineering,
University Technology of MARA Sarawak,
Kota Samarahan Campus,
Jalan Meranek, 93400 Kota Samarahan,
Sarawak

Sir Abg Sulaiman Bin Abg Salleh
Lecturer of ENT300 of EC1106A,
University Technology of MARA Sarawak,
Kota Samarahan Campus,
Jalan Meranek, 94300 Kota Samarahan.

Sir,

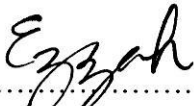
Submission of Business Plan

Referring to the matter above, this letter is proof of the submission of our business plan to you. We hope that this business plan from Paradise Enterprise would be accepted and evaluated. This is the list of the shareholders of this company and their respective positions:

Name	Position
Nurul Ezzah Fathin Binti Mustapha	General Manager
Fadzilah Binti Abidin	Administration Manager
Mohammad Izzat Bin Bakri	Marketing Manager
Rosnan Bin Gangra	Operational Manager
Ak Muhammad Saufi Bin Ak Ali Putra	Financial Manager

2. We also would like to thank you for the cooperation and the willingness to assist in our business plan. We also believe that with all what we have and with all the guidelines in preparing this business plan. Hereby, we declare the submission of business plan for Paradise Enterprise.

Yours truly,



.....
NURUL EZZAH FATHIN BINTI MUSTAPHA
General Manager
Paradise Enterprise

INTRODUCTION

In this modern era, it is very common for everyone to start a business. As in Paradise Enterprise, the nature of the business is mushroom cultivation as in growing and selling services. All the persons involved in this business is a group of professional who have come together to collaborate and combined their experience and formed a company like any other.

As stated, the natures of the business in the form of partnership which generally consist of five shareholders which each of the have contribute a capital for the business as agreed in the agreement. The business is in the form of partnership because we would like to run the business as a team and to achieve equality to each contribution done to the business. We also choose this type of business because the shareholders of the company will always find a way to gain more productivity in terms of profit and benefit to the company.

Name of Company

The name of our company is Paradise Enterprise. The idea of creating Paradise Enterprise as our company's name is generated from our entire partners. Paradise means a very beautiful, pleasant, or peaceful place that seems to be perfect. In other words, it is also known as a place that has everything that a particular type of person might want. The reason we choose this name as our company's name is because we want to create and relate a state of delight and happiness that represents our business. Apart from that, we would like to create a joyful moment for our client and make them feel welcome to deal with our business.

Nature of Business

The nature of our business is in the form of partnership. This kind of business is to ensure that each of the partners is involved in developing the company. The reasons why we choose this type of business as there a lot of benefits and opportunities to all partners which are also the shareholders of the company. The benefits for this kind of business are:

- **Easy to raise capital**
In partnership capital is collected by the joint efforts of all the partners. Besides, it is easier if we want to apply the loan from any banks as loans for partnership are subject to state usury laws, which govern loans for individual. Banks also perceive partners to be less of a risks than corporation, which are only require pledging the business's assets.
- **Flexibility**
In the partnership business, all the partners have their own contribution to the business. This means that all the partners have their own contribution to the business. This means that all the partners are needed to make a decision for the company. Due to this, all the decisions regarding the business can be made quickly.