



**UNIVERSITI TEKNOLOGI MARA
(UiTM)**

**FUNDAMENTALS OF ENTREPRENEURSHIPS
ENT 300**

EC1106A

DELICIOUS LIVING SPACE

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Kejuruteraan Awam** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamentals of Entrepreneurship)**.

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"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar,

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Executive Summary

Our business is a partnership entity and managed by five shareholders. Our main product is to help customer pick their favorite decoration that they wanted and make that happen for them. Our company does both for interior design consultation and space decoration. After a meeting between the shareholders, we then decided to name our company Delicious Living Space.

Every single of our member have their own part or their own position in the business plan and there are no sleeping partners and all of us entitled to participate in the business management. As agreed before, that Humphrey Jinuin will hold the position as the General Manager, Jijil Saikam as the Administration Manager, Brenda Agustine as the Operational Manager, Kenney Austine Misch as the Marketing Manager, and Becky Veronica as the Financial Manager. The selection of each position is based on the leadership, experiences, skills, capabilities and abilities.

If specifically focusing on each position, the General Manager is responsible in planning, organizing, leading, and controlling the business. As for the Administration Manager, she is responsible for the job that related to 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, and for the Marketing Manager will have the responsibility 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 responsible for preparing the budget, financial expenses and the flow of the money of the organization.

As a conclusion, with all the guideline that have been given to us, we are able to manage and correct the mistakes and hopefully our business plan will be accepted

1.0 .INTRODUCTION

Name of the company: The name of our business is “DELICIOUS LIVING SPACE” which was decided after a brief discussion between the shareholders. We want to open a company that specializes in designing any interior space into a more effective setting which suitable with our customer’s taste. This include home, school office and even toilet as long as it have the potential to be polished into something new with the same purpose but different approach. As the word “DELICIOUS” we used in our company’s name, it describe that, our company have the ability to create a setting that what our customer wants and satisfy their expectation.

Nature of business: Delicious Living Space is a partnership entity and managed by five shareholders. Our main product is to help customer pick their favorite decoration that they wanted and make that happen for them. We choose this business because, in this time of year, construction and development are increasing high. New buildings are constructed, new housing areas are constructed and our customer wants to live in a place where it is clean, beautiful and unique and that’s what our business provides.

Our nature of business is partnership entity. Each of these partnerships has their own task to be carried out and the reason we choose partnership is because:

- More idea can be generated.
- Skills can be share in order to make our business a success.
- Business risk can be reduced
- Objective will be achieve if all the partners take part and complete their task.

Industry profile: This business that we are doing include services and deliver. We provide service and at the same time, we also involve in the construction. The businesses we do are designing and decorate any space in any part of a building which include such as bedroom, living room and even the toilet. We helps in generate ideas to decorate a building which our customer wanted.

Location of business: Our business is located at Bandar Baru Samarian Phase 1. It is located at the corner of shop lot, adjacent to the main road. It is located 15 kilometer from Kuching. We picked the corner of the shop lot because, it’s closer to the main road and can be easily spotted by passerby and due to its ‘see through’ wall, and we are able to advertise our company more efficiently. This location is strategic as it is located within a housing area. The cost of rent for a month is also reasonable considering the location. Our business address is D elicious Living Space Enterprise Samariang Ria, Lot 44, Phase 1-2, Samariang, Sarawak.