



**UNIVERSITI TEKNOLOGI MARA SARAWAK  
KOTA SAMARAHAN**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**

## **RECENTIA BAR**

**PREPARED FOR:**

**MADAM ES FARINA AMIZA BINTI MORSIDI**

**PREPARED BY:**

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**DIPLOMA IN BUSINESS MANAGEMENT**

**MARCH 2015**

## 1.1 SUBMISSION LETTER

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14<sup>th</sup> March 2015

Miss,

### **RE: SUBMISSION OF BUSINESS PLAN**

As the representative of our company Recentia Bar, I would like to submit our business plan for your evaluation and further action. We are very grateful that we are given a chance to complete this business plan as we gain a lot of benefits and experience while doing this task. Towards completing this business plan, you have taught us and sacrifice your time in order to make everything perfect. We are so thankful for it and everything is much appreciated.

## 1.4 Executive Summary

Our company name is Recentia Bar. The business has been decided on the form of four partnerships. Each partner has contributes certain amount of capital as agreed in our agreement. Our main business activity is to provide the best selection of juices and dishes at the local town. We will open our bar at Jalan Padungan, Sarawak and hopefully will open by 1st January 2016.

All partners are encourage and entitled to participate in all business management. We all have agreed that Abg Mohd Khalid Bin Abg Zainoren is the General Manager and the Administration Manager is Suranyzsa Binti Mos. Hazimuddin Bin ismail is the Operational Manager. Mohd Aiyeman Bin Mohd Zawawi is the Marketing Manager and Wan Abdul Rahman Adli Bin Wan Mohamad is the Financial Manager.

The management team will be lead by the General Manager and the other manager will help in other process. The general manager is responsible in controlling, leading, organizing as well as plan the entire business. The administrative manager will responsible in doing for all jobs relating to office administration. The marketing manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operation of our business is controlled and monitored by the operation manager. This is where quality control and productivity will take place in order to improve the efficiency of the workers.

Finally, the financial manager will handle financial matters such as preparing for the budgets and financial statement for the each department. All the financial statement need to be taken care properly by our Finance manager.

## 1.5 Introduction to Business Plan

The business plan sets out how the owners or managers of a business intend to realize its objectives. Without such a plan a business is likely to drift. It enables management to think through the business in a logical and structured way and to set out the stages in the achievement of the business objectives. Moreover, it ensures that both the resources needed to carry out the strategy and the times when they are required are identified.

Recentia Bar is a Juice Bar which serves fresh and healthy dishes and fresh fruit juices. It is not an ordinary juice bar which we provide the fresh fruits juices to our customer. This business has been agreed by all the partners of the business. All partners have agreed to abide to all terms of the partnership to contribute some capital according to the allocated shares. Besides that, it proves that the reason why we have chosen partnership as our form of business is due to the fact that we are able to share all profits as well as contribute ideas, knowledge and experiences in order for the business to constantly achieve high productivity, there is a quote, "two is better than one". Which mean, the more we do the work, the better outcomes can be achieved.

The main reason of our existence is to bring the best selection of juices and dishes at the local town. We would like them to have a great healthy moment with the family and friends, in addition enjoy the environment while they are there. We also want to have a good relation with our customer as this can improve our services in near future.

Apart from that, we are giving opportunity to our local customer to have a healthy style of dishes and beverage. Now, they will be more health cautious and know about the importance of healthy meals. Other than that, we also provide them with a fair price and also discount.

## 1.7 Purpose of the business plan

The purpose of this business:

- As a guidelines in business

The planned strategies are an important part of business which consists of certain rules and regulation. Thus it becomes comprehensive guideline on our daily operation. As a business guidelines it avoid confusion and the member will understand the vision of organization indirectly ensure the organization achieve the goals.

- To maximize profit and avoid wastage of source

The effective and efficient cost management will ensure that the cost of the business can be decreased easily and at the same time maximizing the profit through the business plan, the budget that preferred to be utilized only for the related expense and the unrelated expense must be avoid as to decreased cost and cased wastage.

- To apply loan from financial institution to established business

A good form off business is a business which has good financial position will enable us to convince financial institution to provide the loan from us to establish the business. The financial institution just like bank will only provide the loan to the business that they trust will give profit to repay the loan.

*Recentia*