



اَوْبُوْ سَيِّدِي تِي كُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

(ENT300)

FUNDAMENTALS OF ENTREPRENEURSHIP

BORNEO STEAMBOAT

By :

Rozietha ak Holden	2012373401
Kelly Liza ak Jack Shaw	2012750575
Mary Adriana ak Francis	2012355627
Julie Endun Sudan ak Musa	2012965465
Julie ak Entili	2012324767

Prepared For :

Sir Johari Bin Abdullah

Diploma in Public Administration

Faculty of Administrative Science & Policy Studies

Surat Kami : 100-UiTMKS (HEA. 30/7)
Tarikh : 26 Ogos 2014

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

<u>BIL.</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1	2012373401	ROZIETHA ANAK HOIDEN
2.	2012750575	KELLY LIZA ANAK JACK SHAW
3.	2012965465	JULIE ENDUN SUDAN ANAK MUSA
4.	2012355627	MARY ADRIANA ANAK FRANCIS
5.	2012324767	JULIE AK ENT!LI
6.	2012700831	SITI ZAL.EHA BINTI ABDUL RAHMAN

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam** 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, **Sir Johari Bin Abdullah** di talian **(010-9668869)** 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,



BAIZURA BT IBRAHIM
Pegawai Eksekutif
Bahagian Hal Ehwal Akademik
bp Rektor



TABLE OF CONTENT

Item	Pages
<u>EXECUTIVE SUMMARY</u>	3
<u>INTRODUCTION</u>	
Logo of the Company.....	4
Company background.....	5
Background of Partnership.....	6-11
Location of the Project.....	12
Borneo Membership.....	13
<u>MARKETING PLAN</u>	
Introduction.....	15
Product and service description.....	16-17
Target market.....	18
Market Segmentation.....	19
Market Size.....	20-21
Borneo steamboat analysis.....	22
Competition.....	23
Main competitors.....	24
Market Share.....	25-27
Sale Forecast.....	28-29
Marketing strategy.....	30
4ps of marketing strategy.....	31-34
Marketing Personnel.....	35

EXECUTIVE SUMMARY

Our company name is Borneo Steamboat. The business is in the form of partnership, which is consisting of six members. Each partner contributes certain amounts of cash as agreed in our agreement. Our main business actively is to serve our customer with various types of foods. Our business is operated in Desa Ilmu, Kota Samarahan.

All partners are entitling in the business management. We have agreed that Roxietha ak Holden is our General Manager, Siti Zaleha bt Abdul Rahman is the Administration Manager, Mary Adriana ak Francis the Marketing Manager, Julie ak Entili and Julie Endun Sudan ak Musa is the Operational Manager and Kelly Liza ak Jack Shaw is the Financial Manager.

The management is lead by general manager and assist by other manager. The general manager is responsible in controlling, leading, organizing, and planning entire business. Administration manager is responsible for the entire job related to the office administration. The marketing manager is responsible in preparing marketing plan. This includes

INTRODUCTION

Borneo Steamboat is a start-up company. Marketing is critical to our success and future profitability. The basic market need is a high quality and creative design to attract customer to our products and services.

In marketing plan, we have include product description, target market, market size, competition, market share, sales forecast, marketing strategy, list of marketing personal, schedule of task and responsibility, schedule of remuneration and marketing budget.

As a start-up company, marketing plan is very important part that we should focus to make sure we don't have to face a lot of problems in our business. Yet, it is important to make sure we can achieve the number of target market and also the number of sales forecast.

To increase the quality and comfort ability for the customers, we must study the strength and the weakness of the competitor that have been exist around us and other facilities that has provided must be taken seriously.

Marketing Objectives:

1. Make our steamboat one of the famous food store service in market.
2. Increase the number of customer.
3. Maintain positive and steady growth each month
4. Experience an increase in new customers who are turned into long-term customers.
5. A double digit growth rate for future year.