



UNIVERSITI TEKNOLOGI MARA SARAWAK
FACULTY OF PLANTATION AND AGROTECHNOLOGY
DPLOMA IN PLANTING INDUSTRY MANAGEMENT

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)



BUSINESS PROPOSAL

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Submission Letter

ENT 300 Students,
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Sir Abg Sulaiman Bin Abg Salleh,
Lecturer of ENT300,
University Technology MARA,
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94300 Kota Samarahan,
Sarawak.

Sir,

SUBMISSION LETTER OF BUSINESS PLAN

Referring to the subject, we are the fifth semester student from Faculty of Plantation And Argotechnology (AT110) would like to submit our business proposal on Seri Swemp Enterprise that we have prepared to fulfill the requirement of the Entrepreneurship subject (ENT300).

We would like to express our gratitude to you upon your kindness and generosity in guiding and assisting us in completing this business proposal. We also feel appreciated to you because without your advice we are unable to complete and come out with such a good business proposal.

1.1 Executive Summary

After done with a lot of researches and interviews, we are agreed to narrow our business on packaging a rice. Lastly, we came up with a business plan of partnership and our company will be known as Seri Swemp Enterprise.

In the process of launching this business plan, we need five major business establishments into consideration which are management, administration, operation, marketing and finance. We have agreed that Susanna SoraAnakTimorty Takin will be our General Manager, Paula AnakJika will be our Administration Manager, ErenAnakJelangai will be our Operational Manager, Margret BintiOpis will be our Marketing Manager and William Anak Augustine Anggumwill be our Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skill and ability.

The General Manager will be the head of the department. The General Manager is responsible in planning, organizing, leading, manage and controlling the business. The Administration Manager is responsible to update the organizational chart, organize the company's payment scheme and document every data obtain through company's monthly meeting.

The Operational Manager is responsible to record the monthly sales of the company, strategize company's tactic to gain profit and compete with other competitors. They need to identify and assign business supplier, systemize the whole operation of the business. The Marketing Manager is responsible to promote the business to target market and fulfill customer needs and wants at the right place and time and at an attractive price.

The Financial Manager is one of the important business establishments which are taken into consideration. They are prepared the all budgets pertaining to administrative, operations and marketing. The finance executive is responsible every cash flow and financial transactions. We look forward this guidelines will be able to help us and direct to the right path. We also hope that our business plan will be accepted.

1.2 Introduction of Business Plan

A Business Plan is a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake. The information gathered regarding the project is used in the Business Plan to predict viability, forecast success and propose strategies for the project. This also to make people and entrepreneurship easy communicate with each other and run the business smoothly from business plan because all information are in it.

As we know, there are some numbers of rice mill in Kuching but the demand is to higher. So, after done with our discussion, all of us decide to open up a new factory to fulfill the customers' demands and we think this is our opportunity to more earn profit. We decide to open up our rice mill at Lot 2041, section 66, Jalan Datuk Muhammad Musa, 94300 Kota Samarahan, Sarawak, Malaysia. From this factor, we think that we can earn a more profit.

Name of our business is Seri SwempEnterprise and the form of our business is partnership. Providing local rice and rice imports than contain high quality to the company from customer around Kuching. We also want to make sure all the customers are satisfied with our product and services. Our business will commence on the 12th July 2016 with the capital of RM 750, 000 to start our business.