



**FACULTY OF INFORMATION MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA**

**DIPLOMA IN INFORMATION MANAGEMENT  
(IM110)**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)**

**MUST MUSHROOM**

**PREPARED BY**

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**PREPARED FOR**

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Surat Kami : 100-UiTMKS (HEA. 30/7)  
Tarikh : 24 Julai 2012

## KEPADA SESIAPA YANG BERKENAAN

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengurusan Maklumat** 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, **Puan Ida Izumi bt Abdollah** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

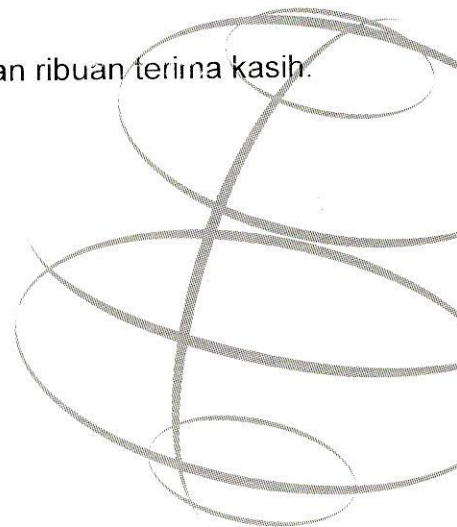
**“BERSATU BERUSAHA BERBAKTI”**

Sekian.

Yang benar

  
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Anugerah ICT  
Setiausaha  
Persekutuan  
Sarawak 2009

USAHA, TAQWA, MULIA



## **Executive Summary**

The name of our company is Must Mushroom. The business is in the form of partnership, which consists of four members. Each partner contributes certain amount of capital as agreed in our agreement. Our business activity is focusing on supplying fresh mushroom to the customers. Our company will be located at Kota Samarahan Kuching, Sarawak.

All partners are entitled to participate in the business management and agreed that Muhammad Hafeez Bin Bakram as our General and Administration Manager, Adrianna Cristie Bte Jaudi as our Financial Manager, Cherlynnna Aprillisa Santos as our Operational Manager and Tiffy Anak Patan as our Marketing Manager.

The team is lead by General Manager and assisted by other managers. The General Manager is responsible in planning, organizing, leading and controlling.

Administration Manager will responsible for the job related to administration such as planning and arranging the remuneration schedule of wages, salary and day of work or shift.

Financial Manager will handle financial matters such as preparing budgets and financial statements for the expenses of each department.

The Marketing Manager is responsible in preparing the marketing plan such as identifying the target market, determining the market size, competitors, market share, developing sales forecast and marketing strategies.

Besides that, Operational Manager will control and monitered our business. All workers that work in our company will be supervising by operational manager. This will produce quality control and productivity to our company.

## **1. INTRODUCTION**

### **NAME OF COMPANY**

Must Mushroom is the name that we choose for our company and it was agreed by all the shareholders in this company. It represents us as the fresh mushrooms producers and users should choose our mushrooms as their primary choice.

### **NATURE OF BUSINESS**

Our nature of business is based on agricultural. Hence, we agreed to apply partnership orientation in establishing our company. With this we can joint venture in this business and it will allow all the shareholders to contribute various kinds of ideas and opinions in order to improve the business into a higher level and achievement.

### **COMPANY ADDRESS**

Our business will be located at Lot 96, Kampung Pinang, Jln Dato' Mohd Musa, Kota Samarahan, Sarawak.

### **DATE OF BUSINESS COMMENCEMENT**

The operation of our business will officially start on 1<sup>st</sup> January 2013, depends of on our approval of business plan.

### **FACTORS IN SELECTING THE PROPOSED BUSINESS**

- Introduce a healthy diet.
- Demand from the consumer is high.
- Profitable
- Easy to be planted.

### **FUTURE BUSINESS PROSPECTS**

We aim to open a few other branches somewhere in Kuching and more other places to expand our business. The more popular and well-known business will lead us to be the best model for the other similar business. Lastly the most important is we shall meet all our customer satisfaction