



UNIVERSITI TEKNOLOGI MARA SARAWAK

KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP

AZAM'S PHOTOCOPY SHOP

PREPARED BY:

ANTHONIUS LENJAU TOM	2009366043
SITI FADILLAH BINTI PAUKAN	2009787625
SITI FEZLINA BINTI MEDIAN	2009565137
DOUGLAS DENNIS DING	2009515431
NUR AZIZUL BIN NAHAR	2009363149

DIPLOMA IN PLANTATION AND AGROTECHNOLOGY

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SARAWAK

Surat Kami : 100-UiTMKS (HEA. 30/7)

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

PENGESAHAN PELAJAR

BIL. NO. PELAJAR NAMA PELAJAR

1.	2009565137	SITI FEZLINA BINTI MEDIAN
2.	2009787625	SITI FADILLAH BINTI PAUKAN
3.	2009515431	DOUGLAS DENNIS DING
4.	2009363149	NUR AZIZUL BIN NAHAR
5.	2009366043	ANTHONIUS LENJAU TOM

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengurusan Ladang** untuk membuat satu kertas projek bagi kursus **ETR300 (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 Siti Mardinah Bt Abd Hamid** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

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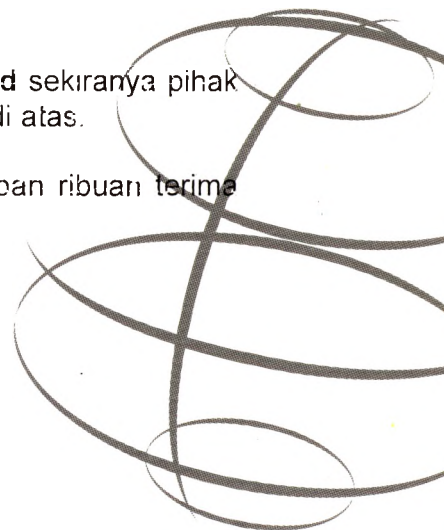
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Sekian.terima kasih.

Yang benar

SALMA BT GANY

Pegawai Eksekutif Tertinggi
Bahagian Hal Ehwal Akademik
bp Pengarah Kampus



/mhr

Pemenang
Anugerah Kualiti
Ketua Pengarah
MAMPU 2006

Pemenang
Anugerah Kualiti
Perkhidmatan Awam
Negeri Sarawak 2006

Pemenang
Anugerah Kualiti
UiTM 2006
Anugerah Gemilang

Pengiktirafan
Pengamal
Kualiti
(AKKMS 2008)

Tempat Pertama
Anugerah ICT
Setiausaha
Persekutuan
Sarawak 2009

USAHA, TAQWA, MULIA

EXECUTIVE SUMMARY

Our company name is **AZAM'S PHOTOCOPY SHOP**. The business of our company has been decided on the form of partnerships. Each partner has contributes certain amount of capital as agreed in our agreement. Our main business activity is to offers services by photocopy, printing, printing banner, printing wedding and business card. Other than that, we also sell stationeries', snacks, and soft drinks.

All partners are encourage and entitled to participate in all business management. We have agreed that **ANTHONIUS LENJAU TOM** is the General Manager, **SITI FADILLAH BINTI PAUKAN** as the Administration Manager, **SITI FEZLINA BINTI MEDIAN** as the Marketing Manager, **DOUGLAS DENNIS DING** as the Operation Manager and **NUR AZIZUL BIN NAHAR** as the Financial Manager. The selection of each position is based on consensus among all the partners and selected based on the consensus among all the partners and selected based on the criteria of experience, skill and ability.

The management team will be lead by the General Manager and the other manager will help in other process. The task and responsibilities of a General Manager is responsible involve in the process of controlling, leading, organizing as well as plant the entire business. 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. Meanwhile, the operation manager is responsible to the operation of the business as whole. The operation manager will supervise, coordinate and make sure the operation of the business runs smoothly. The administration manager will responsible in doing for all jobs relating to office administration business. This includes the process of selecting the staff, hiring staff, remuneration schedule of salary and wages and also planning the fringe benefits for the staff. Lastly , the financial manager will be accountable to handle the financial matters such as preparing the budget, financial statement for expenses, controlling the flow of the money of the organization and also preparing account statement at the end of the accounting period for auditing purposes.

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INTRODUCTION OF BUSINESS PLAN

NAME OF COMPANY

The name of our company is "AZAM'S PHOTOCOPY SHOP". The word "AZAM'S" is a combination of the first letter of our nick name A is from Ant - (Anthonius Lenjau Tom), Zul - (Nur Azizul Bin Nahar), Atuk - (Douglas Dennis Ding), Momo - (Siti Fadillah Binti Paukan), Siti - (Siti Fezlina Blnti Median). This name represent the good teamwork of our company that will always looking for the improvement and moving forward for success.

NATURE OF BUSINESS

AZAM'S PHOTOCOPY SHOP is in partnership form and wholly owned by five Bumiputra entrepreneurs. We provide our customers with the best quality services based on the knowledge and skills that we have in business management. AZAM'S PHOTOCOPY SHOP is a business whereby it provides services such as photocopy, printing, printing banner, printing wedding and business card. We also sell stationeries, snacks, and soft drinks. The demand for photocopy and printing services is increasing day by day. Thus, we take the opportunity to provide the best services with reasonable price.

INDUSTRY PROFILE

AZAM'S PHOTOCOPY SHOP is 100% owned by a Bumiputra and we are involved in providing photocopy, printing, printing banner, and printing wedding and business card and we also sells stationeries, snacks and soft drinks.