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APPENDIX



PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

1. NOR AFHIZAN ELYANA BT. ALYAS
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5. NORUL HUDA BT MOHD. AZMI

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar,

MOHD. AZHAR OSMAN

Koordinator

b/p. Provos

EXECUTIVE SUMMARY

Silveritage tourist Agency is the name of our business, which provides services to all. It is under The Partnership form of business. Since we know that Malaysia is rich with inherent beautiful places and human-made, we were decided to perform this type of business which can help the tourists to fulfil their leisure time besides to reduce their tension and boring in doing or performing their work.

We are performing in an industrial area which is located in Amanjaya, Kedah Darul Aman. Furthermore, the date of commencement for our business is on January 01, 2001.

About the Administration plan part, where we provide the organization chart to explain about the structure of the organization besides, the business plan includes a table of job designation, number of workers and job description. At the end of this part, the budget of Administration was included.

In the Marketing part, the explanation about the prices that we perform was provided and it also includes the target market, market size, the competitors to our company as a new Tourism Agency, market share, share forecasted and marketing strategies. The budget of Marketing process also provided at the end of the Marketing Plan part.

The project costs were also shown in the Operational Plan part. Inside it, we show the entire flowchart, operational budget, its layout plan.

Finally, in the Financial Plan we state all transaction accounts. This includes implementation Cost, sources of financing, table of depreciation, loan amortization schedule, hire purchase repayment schedule, cashflow proforma, profit and loss proforma and lastly the most important account that is Balance sheet proforma.

In the appendix part, we are including business card, pamphlet or brochure and photos.

Moreover, the actual purpose making this Business Plan is as a guideline to arrange and manage the business especially for the new entrepreneurs as we are. The further explanation of the purpose was included in this Business Plan.

Therefore, we hope that this Business Plan can reduce the doubt of certain or particular person such as prospective investors, creditor, bank institution and finance company which have the important roles to our company, especially bank or finance institution which can help our company to get credit to make sure this company perform fluently. InshaAllah.