

UNIVERSITY TECHNOLOGY MARA

(CAMPUS OF SUNGAI PETANI)

ENTREPRENEURSHIP

ETR 300

PREPARED FOR:

ENCIK MOHAMMAD SYUKOR MOHAMMAD YUSOFF

BY:

FAZLINA BT MAHMUD 98495090

HAMIDAH BT ROSLY 98495117

SHAFIDA BT ARSHAD 98463498

DIPLOMA IN BUSINESS STUDIES 05

DATE: 15 MARCH 2001



PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)

UNIVERSITI TEKNOLOGI MARA

Kampus Sungai Petani

Peti Surat 187

08400 Merbok

KEDAH DARUL AMAN

No. Fax: 04-4574355

No. Tel: 04-4571300

E-mail : art77@kedah.itm.edu.my

Surat Kami

500-KDH(MEDC.15/2/1)

Tarikh

10/04/07

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 Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) 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. | <u>FAZLINA BI MAHMUD</u> | 98495090 |
| 2. | SHAFIDA BT. ARSHAD | 98463498 |
| 3. | HAMIDAH BT. ROSLY | 98495117 |
| 4. | | |
| 5. | | |

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

Sekian, terima kasih.

Yang benar

MO .AZ AR OSMAN

Koordinator

b.p. Provos

COVER	
LETTER OF PERMISSION	
CONTENT	
AKNOWLEDGEMENT	I-II
LETTER OF TRANSMISSION	III-IV
LETTER OF PARTNERSHIP AGREEMENT	V-VIII
LOGO	IX
1. INTRODUCTION TO BUSINESS	1-4
2. PURPOSE	5
3. BACKGROUND OF BUSINESS	6
4. BACKGROUND OF PARTNERS	7-12
5. ADMINISTRATION PLAN	
5.1 General of business description	13-14
5.2 Organizational structure	15-16
5.3 Table of position	17
5.4 Job description	18-25
5.5 Layout of administration plan	26
5.6 Remuneration	27
5.7 Remuneration table	28-29
5.8 Administration expenses	30
5.9 Administration budget	31
6. MARKETING PLAN	
6.1 Market type	32-33
6.2 Market Analysis	34-43
6.3 Target market	44-45
6.4 Market size	46-47
6.5 Competitors	48-50
6.6 Market share	51-54
6.7 Sales forecast	55-56
6.8 Commission forecast	57-58
6.9 Marketing strategies	59-61
6.10 Corporate strategies	62
6.11 The overall planning	63
6.12 Strategy plan	64
6.13 Remuneration table	65
6.14 Marketing budget	66-67
7. OPERATIONAL PLAN	
7.1 The process of customer service	68-74
7.2 Operation hour	75
7.3 Raw material	76-85
7.4 Layout for operational plan	86
7.5 Remuneration table	87
7.6 List of furniture	88
7.7 Operation overhead	89
7.8 List of supplier	90

8. FINANCIAL PLAN	
8.1 Introduction	91
8.2 Projected implementation cost schedule	92
8.3 Source of financing	93
8.4 Table of depreciation	94-97
8.5 Cash flow for the year 2002	98
8.6 Cash flow pro forma statement	99-100
8.7 Trading profit and loss	101-103
8.8 Balance sheet	104-106
9. JUSTIFICATION	107
10. APPENDIX	108



WORD:

The word SKY LINK COMM. CENTER is the registration name for our company.

The word 'sky' is representing the round circle. It means the services we provide are including most of hand phone services.

- ☞ The single circle means the relations between our company and customer.
- ☞ The word SKY LINK COMM. CENTER is at the top. It shows we are trying to be among the most popular communication center in this country.
- ☞ The blue color means peace and harmony condition of relationship between our company and customer.

Besides, it means the communication services regarding our business type HAND PHONE SERVICES.

- ☞ The arrow means the target of our sales. We planned to get as many as possible customer and will try to increase our sales and services in the future in order to fulfill customer needs and wants.