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KEPADA SESIAPA 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 di kendalikan oleh Pusat Pembangunan Usahwanan 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. HUMULANIS MOHAMED RATHI
2. NOOR ADZILAH MD DESA
3. SITI SUZANA SULAIMAN
4. ZALINAH SULAIMAN
5. SITI MASTURA MOHD ROZALLY

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

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
Koordinator Medec
b.p. Provos



**MARA UNIVERSITY OF
TECHNOLOGY
(KEDAH BRANCH)
ETR 300**

TEN 2 TEN CENDOL

No. 1, Jalan Melati 1,
Aman Jaya,
08000 Sungai Petani,
Kedah Darul Aman.

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20 February 2002



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INTRODUCTION

EXECUTIVE SUMMARY

Nowadays, we know that business is one of the major sources of income for human since the early ages of civilization. From early history of civilization until now was shown that business in the food industry has a big potential to increase someone wealth and giving a boost to their lifestyle and living.

For our business we provides *cendol* with a lots of flavor as a beverage or deserts. Besides that, we also serve another food such as ‘Nasi Ayam Special’ and ‘Laksa’. We run a partnership business that is contribute by Humulanis binti Mohamed Rathi as a General Manager, Noor Adzilah binti Md Desa as an Administration Manager, Zalinah binti Sulaiman as a Marketing Manager, Siti Suzana binti Sulaiman as an Operation Manager and Siti Mastura binti Mohd Rozally as a Financial Manager.

Our business capital is RM 140,000. Each partner contributes RM 28,000 and the balance finance by Bank Islam Malaysia Berhad (BIMB). All partner have a good academic qualification and experience in working. We have one Chef and eight general workers that help us in running our business.

These are several factors that influence us to choose No. 1, Jalan Melati 1, Aman Jaya, 08000 Sungai Petani Kedah as our business location. Which is the monthly rental cost of our office restaurant is only RM 1800. It is easily to the customer to find our business location. Besides, there is sufficient infrastructure provided in that area.

For administration plan, we had decided to rent 1 lot of shop houses for the business. First floor is for the office and ground floor is as a restaurant to serve our food services. Administration plans also aim to manage all the resources, try to receive sort and record the more information that we could have. Besides that it also to monitor and coordinate all business activities include the human resources activities.

In the marketing plan, we decided to do power marketing strategy. There are signboard, business card, banner, advertising, pamphlet and opening ceremony to ensure the customer easily can contact us. All this marketing strategies is to market and promote our product and services to the customer. Besides promoting, it also provides the sales forecast for the business to budget the production of each product. With this marketing strategy we will know how to increase our sales in the future.

For the operational plan, we are trying to maximize our production within available resources and minimize the cost of production. Although we try to minimize our course, the quality of the product is still being concern. We are trying to improve the method of our product and services to makes customer feel comfortable with our product and services where they can get a high taste for the best price. It doesn't bother about the general worker education qualification and experience because we provide training and giving them advise to become good workers.

Our financial plan is to show the inflow and outflow our business performance for the whole year and in the future. Besides that it's also to evaluate the price of the fixed assets in its useful life. Our profit and loss will be dividing equally among all partners.