

CAWANGAN TERENGGANU
KAMPUS DUNGUN

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

BUSINESS PLAN

ALL-IN AGENCY

Mohd Akhtar bin Ramli (2006125467)

Hakimie Amin bin Mohd Yazid (2006152903)

Mohd Salmi bin Baharuddin (2006146455)

Muhammad Amirudin bin Ali Sabri (2006124499)

COVER LETTER

AMD5PB (ALL-IN AGENCY)
MARA University of Technology,
23000, DUNGUN,
TERENGGANU DARUL IMAN

MR. MOHD ARIFF KAMALUDIN
Lecturer of ETR 300,
MARA University of Technology,
23000, DUNGUN,
TERENGGANU DARUL IMAN

5TH APRIL

Sir,

REPORT OF BUSINESS PLAN FOR RAONA'S MANUFACTURING.

Revert from the above, we are the student of Diploma in Public Administration, fifth (05) semesters, MARA University of Technology (UiTM), Dungun Branch, here submit the business plan report done by use. This conformity which your business, which will do in future and located as below:

Office:

B8 tingkat 1, Jalan Bukit Sekilau
25200, Kuantan,
PAHANG D.M

2. With this report, we hope that it will successfully complete the need and objective of taking ETR 300.
3. We also hope that you will content which this report and give full consideration on your effort of making plan successful.

Sincerely,

(ALL-IN AGENCY REPRESENTATIVE/OWNER)

INTRODUCTION

ALL-IN AGENCY is an event organizing company that been established to give the best quality of service in organizing and advertising. This company basically organizing all kind of event which not only the certain organization or individual can join in or attempt to get our service but all kind of organization, individual no matter from the private or public sector can be offered to join any of our event that been organized by our company or they will always be welcome to get our service.

Basically our company is based in Kuantan city area, which is the best place for us to do our job since Kuantan is one of the most developing cities in this country. For example in Kuala Lumpur there is a lot of event organizing company since the economy growth and the nature of business there I going very well. As a new organizing company, we will make a survey and also a research in term of business development of all the developing cities in Malaysia. Our company put a 100% confidence that Kuantan is the best place to develop our business.

In our survey, there is about 60 to 70% of the population in kuantan is directly involved in all kind of business no matter in term of product or services. As the event organizing and advertising company we were really sure that we can get into the population and also attract them to get in our service and product. This business plan will show you how does our organizing company been organized and all kind of the promotion and marketing strategy been used to attract customers and gain the profit of the company. In this business plan, we will also shows which person or organization will be the target to be our customers and how does the companies deal with the business and all the procedure of the company to get the profit.

This company is owned by MOHD AKHTAR BIN RAMLI, and it is clearly that this is a sole proprietorship or a sole trader business where the management team of the company will depends on the owner which is the liability is unlimited.

PURPOSE OF THE BUSINESS PLAN

This business plan is prepared by our company exactly to assess the business venture objective by showing our missions and visions in establishing this company. It also been prepared to ensure the practically in term of managing and organizing a company through the procedure and the plan for our business development and how does our company will get the best value of profit in this business.

This business plan is also been prepared to convince all the venture capitalist, investors and bankers in order to raise the capital of our company which can help us to prepared the best quality of service and product with the most practical and professional ways in ordered to get the high benefits from the best investment in the business that we can give. This business plan also can be as a guideline for day to day management of the business to make sure that our company will not going far away from the real vision and mission that have been set by the top management of the company. With this business plan we really sure that our company will grow larger with the exact formula used to developed the business.

As the conclusion:

- 1) This business plan as a guideline and example for us to practice the entrepreneurship project which is we will involve.
- 2) Besides, it is easier to use to obtain loan from bank as your additional capital.
- 3) It also have a complete information to identified and study from various expect
Which is a financial parties will believe that this business have a potential to become a good business plan
- 4) The business plan also can inform the planning base on tilapia fish. This is one way to anybody who when to running business gets more profit.

ETR 300-64



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All-In Agency / Mohd Akhtar Ramli...[et.al.].

Firstly of all, we which to express to thankful and grateful to the Almighty ALLAH because of ALLAH blessing and finally we have completed the business plan.

Otherwise, we went to tribute this thanks to En.Mohd Ariff Kamaludin those who are lecturer for subject ETR 300 by giving their ideas and guide to use in other to develop our project.

Special thanks also to the En. Hafifi Hafidz who is the owner of TWO FINGERS ENTERTAINMENT AND EVEBTS for his willingness to share their experience information and knowledge as long as he involved in this business..

For the others who has directly or indirectly involved in the process of making this great business plan, we would to give our appreciation by saying a big thanks to all including friend, family's and all the lecturers.