



اَوْدِعُوا مَرْسِيَّتِي بِنَيْكِي لَوْ كُنِيَ مَارِزًا
UNIVERSITI
TEKNOLOGI
MARA

AMANDA

we smile, we served, we printing

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

**FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT
(BM243)**

PROJECT TITLE : BUSINESS PLAN – AMANDA PRINTING

**GROUP MEMBERS : 1. NOOR AZLEEN BINTI MOHD KHAIRU
(2014758737)**

**2. HAIRUNNISA BINTI OTHMAN
(2016276544)**

LECTURER : HJH ZANARIAH BINTI ZAINAL ABIDIN



BUSINESS PLANNING RUBRICS

Course Name: Principles of Entrepreneurship		Student's Name: 1. NOOR AZLEEN MOHD KHAIRU 2. HAIRUNNISA OTHMAN		Lecturer's Name: HJH ZANARIAH ZAINAL ABIDIN						
Course Code: ENT530		Student's ID: 1. 2014758737 2. 2016276544		Group: NBH6B						
Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	C	P	A	Weighted Marks Obtained (%)
Preliminary Materials: <ul style="list-style-type: none"> Cover & title page Cover letter Executive summary Table of contents 	10	0 – 2 marks	3 – 4 marks	5 – 6 marks	7 – 8 marks	9 – 10 marks				
		Poor understanding on the preliminary materials.	Moderate understand on the preliminary materials	Satisfactory understanding on the preliminary materials.	Good understanding on the preliminary materials.	Excellent understanding on the preliminary materials.			A3	
Main Body of the Business Plan: <ul style="list-style-type: none"> Company Profile Environmental and Industry Analysis Description of Venture Production Plan Operations Plan Marketing Plan Organizational Plan Assessment of Risk Financial Plan 	50	0 – 10 marks	11 – 20 marks	21 – 30 marks	31 – 40 marks	41 – 50 marks				
		<ul style="list-style-type: none"> The main body of the Business plan is poorly presented. Many key elements are not highlighted 	<ul style="list-style-type: none"> The main body of the Business plan is moderately presented. Few key elements are highlighted 	<ul style="list-style-type: none"> The main body of the Business Plan is satisfactorily presented. Fairly highlight key elements 	<ul style="list-style-type: none"> The main body of the Business Plant is highly satisfactorily presented. Good in highlighting key elements 	<ul style="list-style-type: none"> The main body of the Business Plan is excellently presented. Key elements are excellently highlighted. 			A3	
Conclusion	15	0 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks	13 – 15 marks				
		Unclear conclusion on the Business plan	Moderate conclusion on the Business plan	Satisfactory conclusion on the Business plan	Good conclusion on the Business plan	Excellent conclusion on the Business plan			A3	

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	C	P	A	Weighted Marks Obtained (%)
Writing Style, Spelling & Grammar	15	0 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks	13 – 15 marks			A3	
		Writing lacks sentence variety and few grammatical errors	Sentences were somewhat varied, and inappropriate with minimal grammatical errors	Sentences were correctly constructed	Sentences were correctly constructed and well-articulated	Sentences were well written and expressed				
Teamwork (Group Work)	10	0 – 2 marks	3 – 4 marks	5 – 6 marks	7 – 8 marks	9 – 10 marks			A3	
		Never contribute ideas and perform tasks	Rarely contribute ideas and perform tasks	Occasionally contribute ideas and perform task	Usually contribute ideas, perform tasks, tolerant and fair decision	Routinely contribute constructive ideas, perform all tasks, high tolerance and outstanding decision				
Total:	100									/100

COVER LETTER

Amanda Printing
16, Jalan Perdana 4/8,
Pandan Perdana,
55300 Kuala Lumpur.

15 December 2017

Hjh Zanariah Binti Zainal Abidin
Lecturer Principles of Entrepreneurship
UiTM Selangor, Campus Puncak Alam
Bandar Puncak Alam,
42300 Kuala Selangor, Selangor

Madam,

SUBMIT A REPORT OF BUSINESS PLAN FOR AMANDA PRINTING

2. Revert from the above, we are student of Bachelor of Business Administration (Hons.) Human Resource Management, UiTM Selangor Campus Puncak Alam, here submit the business plan report done by us. This conformity which the business, which will do in the future and it located as below :-

Business Name: Amanda Printing Sdn Bhd
Business Address: 16, Jalan Perdana 4/8, Pandan Perdana, 55300, Kuala Lumpur.
Date of Registration: 15 December 2017
Date of Commencement: 01 March 2018

3. This report successfully complete all the need and the objective of taking Principles of Entrepreneurship subject.

4. Lastly, we hope that the business plan will fulfil at the criteria needed to be a good and systematic business plan and also could be a good guideline and references in understanding and learning about business.

The cooperation from you is really appreciated

Thank you,

Your Sincerely,



(NOOR AZLEEN BINTI MOHD KHAIRU)



EXECUTIVE SUMMARY

The company registered the above name Amanda Printing. The company is located at 16, Jalan Perdana 4/8, Pandan Perdana, 55300, Kuala Lumpur. It is near Kolej University Poly-Tech Mara Kuala Lumpur.

The total needed is RM 120,281. Shareholders contribution is RM 25,000. The loan are apply from the Bank Pembangunan Sdn Bhd is RM 95,281.