



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

MASTERPIECE

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1.1 LETTER OF TRANSMITTAL

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8th JANUARY 2012

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As the representative of our company, MASTERPIECE, I would like you to make an evaluation and further action of our business plan. We will be very grateful for the evaluation, the motivation, advice and the support that you have given us. We have complete our business plan based on our knowledge and also base on research and interview that we have conducted at the same time anchored us toward the goals and the objectives of our company until this business plan completely finished as scheduled.

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1.3 EXECUTIVE SUMMARY

Our business is named MASTERPIECE which consists of four members. Each of the members contributes a certain amount of capital as agreed in the agreement. Our main business activity is selling art stationeries and also providing services which involves with arts. In Kuching area, art stationeries are really hard to find. So, our concept in opening this kind of shop really suit the area that we opened our company which is The Spring which is one of the centre of attraction in Kuching area. Our business operations start at 10 am to 9pm every day.

As agreed in the partnership agreement, Mohd Nor Syaddiq bin Mohamad Hamsah is the General Manager and Administration Manager, Dhiya Ameerul Rusyda bin Roslan as the Marketing Manager, Mastura binti Aiman as Operation Manager and Nurfatin Nadiyah binti Tukiran as the Financial Manager. The selection of the manager is based on the agreement of all the members and selected based on the experiences, skills and ability.

The management team will be led by the General Manager and will be assisted by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salaries of the workers. Marketing Manager is in charge in creating the marketing plan, identifying the customer's need and demand, identifying competitors, target market, market size and forecast of the future market. Operational Manager will handle the entire job which related to operational and will be supervise and coordinate the operation of the business. The Financial Manager will be handling the financial matters such as preparing the company budget and financial statement for expenses of each departments and controlling the flow of the money in the organization.

1.4 PURPOSE OF BUSINESS PLAN

The purpose of this business plan is listed as follows:

- **Establishing the business by applying loan from financial institution**

By loaning, for examples, Bank, which will only provide the loan to company which they trust will bring profit and able to repay the loan. In other words a good business plan will enable the financial institution to provide loan.

- **As the basic guideline**

Every business plan has the planned strategies, rules and regulations. This thing will become the comprehensive guideline in the organization's daily operation. This will help to avoid any confusion thus gives the clear direction to achieve the goals.

- **To avoid wastage and maximize the profits**

The detail about the budgets and how it is managed is clearly identified and stated in this business plan. An effective and efficient management will help to decrease the cost and at the same time maximize the profits of the company. Budget is preferred to be utilized only for related expenses and unrelated expenses must be avoided as to decrease costs.