



UNIVERSITI TEKNOLOGI MARA SARAWAK

KOTA SAMARAHAN

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

CHECK IN PRINTING SHOP

PREPARED BY

JEFFRY ANAK LUIS	2013678094
ALFRED BONIFACE ANAK BELATONG	2013550949
CALVIN GANI ANAK JEFFRY	2013384533
IKHTIARUDDIN BIN IBRAHIM	2013656122
GRACESIA ANAK JIMMY KANA	2013173995
NATHANIEL JASON KUTEH	2013125347

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**KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

<u>BIL.</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1.	2013678094	JEFFERY ANAK LUIS
2.	2013384533	CALVIN GANI ANAK JEFFRY
3.	2013125347	NATHANIEL JASON ANAK KUTEH
4.	2013550949	ALFRED BONIFACE ANAK BELATONG
5.	2013173995	GRACELIA ANAK JIMMY KANA
6.	2013656122	IKHTIARUDDIN BIN IBRAHIM

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Kejuruteraan Awam** untuk membuat satu kertas projek bagi kursus **ENT300 ( Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **PUAN SITI MARDINAH** di talian **(082-677200)** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

**“BERSATU BERUSAHA BERBAKTI”**

Sekian.

Yang benar



**BAIZURA BINTI IBRAHIM**  
 Pegawai Eksekutif  
 Bahagian Hal Ehwal Akademik

pp Rektor

## EXECUTIVE SUMMARY

Our company is named CHECK-IN PRINTING SHOP. Our products are mainly photocopied papers, printed papers and stationeries. Our company offer printing and photocopy services for our customers. We planned in setting up our business in strategic place, which is UiTM Samarahan Campus 2, where our customers are in high demand of a business entity like one we are.

Our company are maintained and managed by managers appointed through the process of critical screenings, mainly based on experience and special skills owned by each manager. Throughout several selection process, we agreed that JEFFERY ANAK LUIS as the General Manager, followed by ALFRED BONIFACE ANAK BELATONG as the Marketing Manager, CALVIN GANI AK JEFFRY and IKHTIARUDDIN BIN IBRAHIM as our Operational Managers, and GRACECIA ANAK JIMMY KANA as our Administrative Manager. Lastly we have NATHANIEL JASON KUTEH as our Financial Manager.

The Management team will be led by our General Manager, with helps with other manager in their respective duty scopes. The General Manager is responsible in the process of controlling, leading, organising as well as plant the entire business. The Marketing Manager is responsible in preparing the marketing process which includes the market size, market size, competitions, and other marketing components. The Operational Manager is on the supervising, coordination and ensuring the smoothness of the business operations. Meanwhile, the Administration Manager is responsible for all the duties involving the office administration business. Lastly, the Financial Manager will be accountable for the controlling of the flow of the money of the organisation besides preparing the account statement at the end of the accounting period for auditing purposes.

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## **PURPOSE OF BUSINESS PLAN**

- This business plan is prepared for the purpose of obtaining working capital loan from Maybank for the amount of RM47445.

### **I. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.**

The collapse of many business ventures can be attributed to the decisions and planning of the entrepreneurs who rely more on emotions and gut feelings rather than objectives and rational considerations. With a Business Plan, the entrepreneur has solid and well-grounded information to supplement the planning and decision-making process.

### **II. To analyze and evaluate the viability of a proposed venture.**

A Business Plan can be used as a basis of determining the viability of a proposed business venture. The information gathering and analysis that is done as a part of preparing the Business Plan can give an early indication as to the viability of a project. Hence, the entrepreneur can make a better judgment before investing in the proposed venture.

### **III. To convince relevant parties of investment potential of the project.**

The Business Plan can be used as a communication tool to convince potential investors of the viability of a proposed venture. The availability of a Business Plan will boost the confidence of interested parties to finance partially or fully the cost of the venture. Potential investors include financial institutions, private suppliers and government agencies.

### **IV. To allocate the business resources effectively.**

Normally, small business has limited resources at their disposal. Hence, these resources need to be allocated effectively so as to avoid unnecessary wastage and to ensure optimum returns on investment. The business plan can help with planning, distribution and monitoring of these resources.