



UNIVERSITI TEKNOLOGI MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

Report of Business Proposal

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EXECUTIVE SUMMARY

This Business Proposal attempts to present the fundamental concept and practices of entrepreneurship in an easy-to-understand manner. It focuses on theories and practices of entrepreneurship that we had studied and done our research. It is divided into four chapters. Chapter one provides an overview entire of administration management and business background. Specification on Autocratic administration style and apply functional organizational structure. At the end of this chapter, the reader will recognize the characteristic of our managerial functions, organizational principals and business structure. The business background includes all of our business activities.

Chapter two covers the aspect of Marketing. For important topics on marketing are discussed such as understanding the marketing definition and strategy, defining the market, preparing a marketing plan, and managing marketing activities.

The scope of operations management is presented in chapter three. The discussion in this chapter emphasized on the fundamental aspects of operations planning. In this respect, we focused on the functions of operations management on exportation trade.

Chapter four introduces the process of financial planning for a new business. The chapter begins with a discussion on the relationship between operating budgets and financial budget. Then, we illustrate the various steps that we choose which the reader can take in developing a financial plan. As a result of the planning process, the readers can determine their financial and cash flow needs in order to start a new venture. After reviewing the types and sources of potential financing, we explain three important tools that can be used to analyze the financial viability of the business for example pro forma cash flow statement, pro forma income statement and pro forma balance sheet. The chapter concludes with a review of some of the techniques of examining financial statement to help readers and analyze the financial position and performance of the business.

Fundamental of Entrepreneurship is a dynamic subject it goes without saying that any entrepreneurship takes need constant updating. Business proposal is crucial because it measure the ability of entrepreneur or feasibility to start the business.



DECLARATION

We certify that this business proposal does not, the best of our knowledge and belief:

- (i) Incorporate without acknowledgement any material previously submitted for Diploma in any institution of higher education
- (ii) Contain any material previously published or written by another person except where due reference is made in the text, or
- (iii) Contain any defamatory material

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