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KEPADA SESIAPA BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang di kendalikan oleh Pusat Pembangunan Usahwanan Malaysia (MEDEC) pada semester ini.

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Sekian, terima kasih.

Yang benar

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PREFACE

Starting and preparing a new business involves considerable risk and effort to overcome the inertia against creating something new. In creating and growing a new business, the entrepreneur assumes the responsibilities and risks for its development and survival and enjoys the corresponding rewards. The facts that consumers, businesspeople and government officials are interested in entrepreneurship is shown in the increasing research on the subject, the large number of college courses and seminars on topic for industrialized, developing and once-control economies.

Who is the focus of all this attention – who is willing to accept all the risks and put fourth the effort necessary to create a new venture? It may be a man or a woman, a technologist or someone lacking technologist sophistication or college graduate. The person may have been manager, student, teacher or retire. It is able to judge work, family and civic civic responsibility while meeting payroll.

To provide an understanding of this person and process of creating and growing a new business, this business plan is divided into five major section. The first part is about general description of the business such as background of the business and partners, logo and its description, business agreement and the location of the project. The second part is about organizational plan. Includes in the organization plan are organizational chart, table of job designation and description, remuneration schedule, list of furniture and administrative budget.

The third part of this business plan is marketing plan. It is of planning and executing the conception, pricing, promotion, and distribution of product that satisfy individual and organizational objectives. Its include target market. Market size, competitors, market shares sales forecast, marketing strategies and marketing budget. Part four of this business plan is about operation plan or a production plan. This plan describe that the complete manufacturing process, the physical plan layout, the machinery and equipment indeed, operation overhead and production budget.

One of the most difficult aspects of creating and establishing a new venture is the focus of part five of this business plan is financial plan. This part discussed about

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