



اَوْنُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَّارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITY TECHNOLOGY OF MARA SARAWAK
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION
FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

COMPANY: WORLD OF ICE

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SUBMISSION LETTER

ENT 300 Students,

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MADAM SITI MARDINAH,

ENT 300 Lecturer
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Samarahan Campus
Jalan Meranek
94300 Kota Samarahan
SARAWAK.

27th September 2011

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company **WORLD OF ICE Sdn. Bhd.**, I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that have been given by you in order to accomplish this business plan and in the same time attach us toward goals and objective of the preparation of this business plan until us finally completing according to time given respectively.

Our group's perception towards ENT 300 (Fundamental of Entrepreneurship) had given us the experience and clear views on the fundamental on how to start a business. This experience may be a help for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students.

EXECUTIVE SUMMARY

The name of our company is World of Ice. The business is form of enterprise which is consist of four members which playing their roles in this company. Each member contributes certain amount of capital as agreed in agreement later before these businesses have been established. The main activity of this business is Ice Skating sports which provides a waiting area for customer to get the service from us. The concept of our Ice skating center is for fun and learns to skate on ice. On the other hand, the concept of our ice skating is suitable for people who live in city area whose want the different activity to try. Our business operation will be open every day, from Monday until Friday our business will operate from 9 am until 9 pm and for Saturday until Sunday and for Saturday and Sunday and also in Public Holiday and School Holiday we will operate extra 2 hours that is we starts at 8 am until 11 pm. In our business there are no sleeping partners and all entities participate in this business and playing their own role. We agreed that Awang Mohd Zulhilmi is holding a post as General Manager and Administration Manager, Effa Izzaty as Operating Manager, Muhammad Fazhillah as Financial Manager, and Mohammad Bin Gapor as Marketing Manager. The selection of these managers is based on qualification, experience, ability and skill among the partnership.

The management team in this business will be lead by general manager and assist by other manager. The General Manager will responsible in planning, leading, controlling, and leading in this business. The Administration Manager for the job that related with administration process such as planning and arranging the remuneration schedule of salary and wedges'. The Operation Manager responsible in job that related with the operation process and will supervise and coordinates the operation of the business that has been established .The Marketing Manager will be responsible in the matter that related with marketing such as created the marketing plan identify the customers need and demand . Identifying competitor, target market size and forecast the future market. The financial manager playing a role in financial managers such as business financial position, preparing budget and financial statement and expenses for each department and controlling the flow of money in this organization.

1.0 INTRODUCTION TO BUSINESS PLAN

1.1 Introduction

World of Ice is a partnership business in form of enterprise which consists of four shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time. We offer a great deal of Ice Skating experience and also a waiting area.

1.2 Name of the Company

The name of the company is World of Ice. We had chosen this name because of this name has shown our concept of Ice Skating place. In our Ice skating rink we want ensure that the customer will feel enjoy and get a lot of experience. On the other hand, our customer also will get good service in our Ice skating rink , our Ice skating rink also have waiting area which are neat and comfortable.