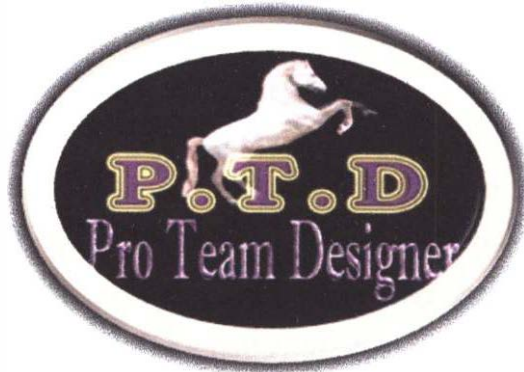




# UNIVERSITY TEKNOLOGI MARA

## ENT 300

“MARKETING BUSINESS SERVICES”



**GROUP NAMES:**

ANITA BINTI TONTOLUAN  
HERTIKA BINTI MOHD TAHIR  
JULIANA BINTI AMBO  
SALWA BINTI ARIP  
SHUZANE HILARY MININ

**STUDENT ID:**

2007262606  
2007211482  
2007205948  
2007293174  
2007293178



## **EXECUTIVE SUMMARY**

As a conclusion, this business plan will help to evaluate the project and growth potential. It also will be referred as a guideline for the management of the proposed plan business. Besides, the purposes to have a business plan are to apply for financing facilities from SME Bank which gives the total of the RM142,292. With the financial facilities that we have and good management of our business, we believe that a potential to expand our business in the future time. Nowadays, with high demand from customer, we can gain a lot of profit from business marketing services. For example, banners and billboards, web development and corporate image, product presentation, consultants and so on.

Although there are several marketing services especially on designers Companies in Kota Kinabalu, we believe with the existence of Pro-Team Designers shop, we will ensure our clients are provided with high quality products, innovative ideas, prompt delivery and guaranteed satisfaction and services to make sure our clients satisfy. In addition, we as the Bumiputera, we want to support one of the government's objectives that is to encourage Bumiputera entrepreneur in Malaysia.

With the strategic marketing plan that we have here, we forecasted that our company can generate profit after three or four months from our business opened. With all this, we hope our company's can be expanded either in terms of high technology machinery or other branches is the possible. Since we have supports from government, family, friends and other organization, we can survive in this business.

At last, we hope our business can be successfully organized and at the same time we get a revenue or profit to continue our business to be effectively and efficiency every time. Beside that, we can maintain and stabilize the performance of our business in a long period of time. As a professional designers, we promise to give a very extremely best services to customer, and we are very sure that they will enough satisfy with our services.



## **DECLARATION**

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

- I) Incorporate without acknowledge 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 we also grant permission for the library at Universiti Teknologi Mara Kota Kinabalu campus to make duplicate copies of our business proposal (ENT300)

Signature: 

General Manager: MERTIKA BTE TAHIR

Date: 8 APRIL 2010



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## **1.1 INTRODUCTION**

### **1.1.1 Analysis of Industry**

Our company has chosen service sector to involve in and the services that we had choose as our business is marketing and advertising management services. We have named our company as Pro-Team Designers Enterprise. We choose services as our types of business because as Prime minister of Malaysia, Dato' Sri Mohd Najib Bin Tun Haji Abdul Razak had announced that the Government will take steps to liberalise the services sector to attract more investments, bring in more professionals and technology as well as strengthen competitiveness of the sector. The liberalization will give opportunity to our company in participating on service sectors.

As the Prime Minister of Malaysia said also, the services sector is an important component of the national economy, contributing 55 per cent to the Gross Domestic Product in 2008, of which, 47.6 per cent was contributed by non-government services. The Government is intensifying its efforts to promote and develop the services sector and targeting to tap the full potential in the services sector and raise its contribution to 60 per cent of the GDP, as targeted in the Third Industrial Master Plan. From that reason, we believe our business can being successful since government takes an effort to promote and develop the service sector.

According to Bureau of Labor Statistics by United State department of labor, marketing and advertising are the important tools to boosting sales by increasing the public's exposure to a product or services. All the corporate and private companies, individual community, organization, educational institution, government needs marketing and advertising to make public aware them, publish or promote any of their event, product and services, to improve their organization and many more. However, most of them who own marketing department do not have the staff with the necessary skills or experience to create effective advertisement and marketing terms. Traditional authorities on marketing concentrated on products and on the sale and purchase of goods and services and paid little attention to areas like after-sales service, and devoted even less attention to social responsibility or to social accountability. Furthermore, many advertising campaigns are temporary, so employer would have difficulty maintaining their own advertising staff. Instead, they need companies like us who offer the varied and numerous services.