

1- 80

FUNDAMENTAL OF ENTREPRENEURSHIP ETR 300



CORPORATE SECRETARIAL MANAGEMENT
 B 10 Lorong Tun Ismail 6,
 25000 Kuantan,
 Pahang Darul Makmur.

Prepared by:NARISAH BINTI MOHAMAD99172539SITI MAIMUN BINTI ABDUL MALIK99100370HAFZIE IDAYU BINTI ISMAIL99197854FARAH BINTI AHMAD99197906

Prepared for: PROF. MADYA NORSIDAH AHMAD

> Date of Submission: AUGUST 20, 2002.

1

ACKNOWLEDGEMENT

Alhamdulillah, first and foremost, we thank ALLAH for His blessing until we had really successfully finished our business plan for the course, ETR 300 (Fundamental of Entrepreneur).

To our lecturer, Professor Madya Norsidah Ahmad who was primarily responsible to our success, thank you for your continuous support, advice, guidance and confidence to our group, this resulted in the successful of the business plan.

Acknowledgements are also due to our evaluator lecturer, Professor Madya Farok Zakaria for his advice and guidance.

Together with my fellow friends, we would like to extend our appreciation to the Management and Staff of the Kemas Management, Mohamad Asri and Co. and SNC Taxation for their dedication and commitment as well as perseverance. Information given is very useful in completing the business plan.

We would also like to express our gratitude and appreciation to our parents, friends and individual who are involved either direct or indirect in preparing the business plan.

Thank you very much. Wassalam.

EXECUTIVE SUMMARY

Corporate Secretarial Management is fully owned by Bumiputra, where it is located at B 10, Lorong Tun Ismail 6, 25000 Kuantan, Pahang Darul Makmur. This business provides secretarial services to the companies around Kuantan, Pekan and Rompin. This business has high potential in future because not many companies provide this service and nowadays many people need it in running their business.

In running this business, we will have 7 workers consist of General Manager, Administrative Manager, Marketing Manager, Operational Manager, Financial Manager, Clerk and Receptionist. Our business open from 8.30 a.m. until 5.0 p.m. on Monday to Saturday and we will have holiday on Sunday.

Our net profit for the year 2003 is RM 6,411.26, year 2004 is RM 6,456.37 and for the year 2005 is RM 7,074.12.

TABLE OF CONTENT

BIL.	ITEMO	DACE
DIL.	ITEMS	PAGE
1.	Letter of Submission	i
2.	Table of Content	
:		iii
3.	Acknowledgement	1
4.	Executive Summary	2
5.	Introduction	3
6.	Purpose of Preparing Business Plan	4
7.	Background of the Business	5
8.	Background of Shareholders	7
9.	Location of Project	11
10.	The Organization Plan	
	 Business Objectives 	14
	 Organizational Chart 	15
	 Organizational Personnel 	16
	Fringe Benefits	17
	 Job Description 	18
	List of Office Furniture, Fixtures, and Fittings	20
	 Office Lay-out 	21
	 Organizational Budget 	23
11.	The Marketing Plan	
	List of Services Offered	24
	Target Market	25
	Market Size	26
	Competitors	27
	 Market Share 	28
	Sales Forecast	29
	Marketing Strategies	30

J

0

12.	The Operation Plan	
	Operation Flow Chart Process	33
	 Work Schedule/Operation Time 	34
13.	The Financial Plan	
	Project Implementation Cost	35
	 Sources of Financing 	36
	Table of Depreciation	37
	Loan Amortization Schedule	45
	Hire Purchase Repayment Scheme	46
	Cash Flow Proforma	40
	Profit and Loss Proforma	49
	 Balance Sheet Proforma 	49 52
14.	Justification	
15.	Appendices	55
		56

B