



UNIVERSITI
TEKNOLOGI
MARA

ENTREPRENEURSHIP (ETR300)



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DIPLOMA IN PUBLIC ADMINISTRATION

PREPARED FOR:
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UNIVERSITY TECHNOLOGY MARA, DUNGUN, TERENGGANU

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ACKNOWLEDGEMENT

Assalamualaikum w.b.t.....

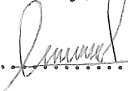
In the name of Allah S.W.T the most Gracious and most Merciful, we would like to express our thanks to this authority. As a student of Diploma In Public Administration, Part 5, we had to accomplish our Business Plan (ETR300). It is very challenging to accomplish this task since this business plan must complete and detail explanations. We would like to express our appreciation to the people who have been involved greatly to make sure this assignment accomplished.

We would like to thank to the entire individual and the organization that had given their full cooperation, involvement and support in accomplished this project. First and foremost, we would like to thank to our lecturer, Encik Mohd Ariff bin Kamaludin for the guide to finish our project successfully. He taught us how to prepare this business plan.

Secondly, we would like to thank to organization that we visited to complete this assignment. Thanks to Encik Mohd Nazri bin Nainy, Manager of Kilang Padi Nazra Sdn Bhd. He gives good commitment and cooperation to us during our visited at his company.

Lastly, we would like to thanks to our friends who involve and help us in accomplish this assignment. Furthermore, thanks to our teamwork that gives good cooperation and commitment to finish our project. May Allah bless all of us. Thanks once again.

Your Sincerely,

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(NURHAZWANI BT HAMZAH)

General Manager



EXECUTIVE SUMMARY

The objective of this business plan is to provide as a guideline for managing the proposed venture. In preparing this business plan, we has thought out and laid down the plans and strategies for running the venture. When the venture becomes a reality, the plans and strategies outlined in the business plan will be an important benchmark to help us gauge progress.

Our company name is Semerah Padi Enterprise and our company located at Lot 4382/83, Kampung Tepuh, Mukim Kuala Nerus, 21060 Kuala Terengganu, Terengganu Darul Iman. Core product of our company is rice. We choose this product because we expect there are many benefits from this product. For example, this rice can give us a lot of profit since rice is daily food for Malaysians.

In this Business Plan consists of administrative plan, marketing plan, operational plan and financial Plan. All the partners contribute RM318,930.00 for equity contribution in terms of cash. We get profit RM965, 171 per year.

In administrative plan, we provide organizational chart to show clear position of subordinates and job description. It also shows number of workers, list of office furniture, fixture and fittings.

In marketing plan, it shows clearly our core product, that is rice. Besides that, in marketing, it shows target market, marketing effort, segmenting the market and sales forecast. Furthermore, we also provide marketing strategies and marketing budget.



In operation management, it shows of process to produce rice from paddy through transformation process. In this plan also, we prepare layout of our company and layout based on product.

In financial plan, it is crucial to the overall business plan that is developed for a particular business plan. We are determining the project implementation cost, identify and proposed the relevant sources of finance, appraise the viability of the project before actual investment is committed.

TAE

ETR 300-59



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Semerah Padi Enterprise (Rice Supplier & Manufacturer) /
Nurhazwani Hamzah...[et.al.]

NTS

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