



BUSINESS PLAN

PARTNERSHIP

2/4/2009

HALWAMANIS SDN BHD

THE PARTNERS:

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ACKNOWLEDGEMENT

Assalamualaikum.....

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**UNIT BUJUKAN DAN PERKHIDMATAN PEMBACA
UNIVERSITI TEKNOLOGI MAR
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EXECUTIVE SUMMARY OF BUSINESS PLAN

This business plan serves to develop the financial, administrative, marketing and operation plan. The business plan addresses many challenging and opportunities as new companies that will be operate in January 2010. But, to fulfill this situation, we had done our plans like what stated above.

Actually, we choose partnership as our types of company. By partnership, we had contributed our own capital according to what we have. To operate our business, we had provided RM100, 000 as our capital from contribution of the members. Nor Atiqah invests 24%, Madihah, Siti Zainab, Nur Zawany and Hafisah had invest 19% for each person. After we total up, we got 100% total.

In administrative, we had appoint to choose Nor Atiqah as a general manager, Madihah as administrative manager, Nur Zawany as marketing manager, Siti Zainab as a operation manager, and Hafisah as a financial manager. Beside that, we also hire one clerk, one sale assistant, two chef and three operation staff to help us in operate our business. For every position, we had provided their own task, so that they can do their own responsibilities. Another than that, about the salaries, general manager got RM1725, administrative manager, marketing manager, operation manager and finance manager got RM1380 for each of them. Two of chef got RM690 each, three operation staff got RM575 each, and sale assistant got RM875.

For marketing, we had four types of products. Our market segmentation is local community in Dungun area. Our market size is RM1 500 000. To start the business, we estimate that we enter the market is 15% or RM225 000 per year. Our sales forecast for first year is

ETR 300-63



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Halwamanis Sdn Bhd / Nor Atiqah Saliman...[et.al.].

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