



PREPARED FOR:

SIR CYRIL SUPAIN

(LECTURER OF ENT300)

PREPARED BY:

ZAHIDANA BINTI ALI (GENERAL MANAGER)

ANUS JEWER (ADMINISTRATION MANAGER)

EDWARD MATINUS (MARKETING MANAGER)

FARHANA BINTI ABDUL GHANI (OPERATION MANAGER)

MC KEONZIE TINALOR (FINANCIAL MANAGER)

DATE OF SUBMISSION:

8th APRIL 2011

EXECUTIVE SUMMARY

We are starting our own business as partners, and all of us decided to call our *Sweetlips Co.* The idea of forming this business came from all of us. The main idea was to produce and serve cupcakes, and beverage. We also have side service such as providing internet service to our customer. Each of the partners is also acting as the head of the department with one person as the General Manager. We will run this business at Sulaman Central as it was a new developed area and has gained the attention from the people from all across Kota Kinabalu, Sabah. We seized this opportunity because, it will surely add up the competition and choices for the people to make.

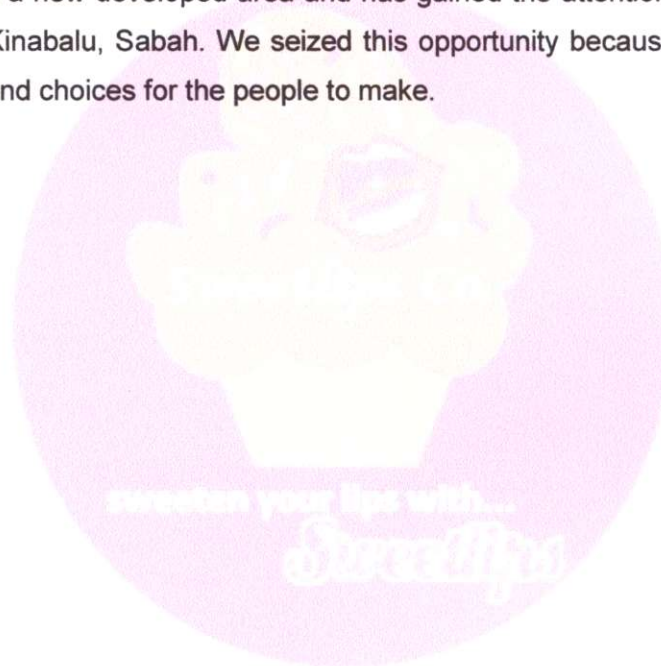


TABLE OF CONTENT

1. INTRODUCTION	1 - 2
2. PURPOSE OF BUSINESS PLAN	3
3. COMPANY BACKGROUND	4 - 5
4. OWNERS BACKGROUND	
4.1 Partners Background	6 - 10
4.2 Partnership Term Agreement	11 - 13
5. BUSINESS LOCATION	
5.1 Business Address	14
5.2 Physical Location	15
5.3 Building	16 - 17
5.4 Basic Amenities	17
6. ADMINISTRATIVE PLAN	
6.1 Introduction to the Organization	18 - 19
6.2 The Organization	20
6.2.1 Our Story	21
6.2.2 Vision	22
6.2.3 Mission	22
6.2.4 Our Values	22
6.3 Organization Structure	23
6.4 Organization Chart	24
6.5 Administration Personnel	25
6.6 Schedule of Task and Responsibilities	25 - 27
6.7 Task and Division According to Shift	28

1. INTRODUCTION

There are different types of business structure are treated differently in terms of what they are allowed to do, their responsibility and for taxes. As a result, when starting a business we have to look at these important to make sure that the business structure we have chosen is the best one for what you want to do. This type of business is so called partnership organization business. Partnership is unincorporated businesses. The General Manager, Marketing Manager, Operation Manager and financial Manager are the shareholders who run over this business. Partnership distributes all profits and losses to their shareholders without regard for any profits retained by the business for cash flow propose.

Due to that, we plan to start a business by establishing a *Sweetlips Co.* which will sell lots types of cupcake and drinks. Our *Sweetlips Co.* establishment that will be located at Sulaman Sentral Menggatal because this place is situated in the housing, industrial and university area where there is high population of people.

Sweetlips is the word that is translation from the word '*pemanis mulut*'. It is inspired from our Operation Manager, Mrs. Farhana. *Sweetlips Co.* expects to catch the interest of regular loyal customer base with its cupcakes products and varieties of drinks. Our company plans to build a strong market position in the town. *Sweetlips Co.* aims to offer its products at a competitive price to meet the demand of the middle to higher income local market area residents and tourists. But instead of running just a shop, we decided to build a Sweetlips café so people can sit back and relax while enjoying our wide varieties of cupcakes and drinks. We also provide baking service for occasion such as party, weddings and many more. There will also service of making our *Sweetlips Co.* as souvenir or gift as the customer wish. This business will also provide delivery service for customer who making their purchase.

2. PURPOSE OF BUSINESS PLAN

The purpose of *Sweetlips Co.* preparing business plan are:

- a) To fulfill the market demand.
- b) Opportunity for us as the future entrepreneur to assess the business venture objectively, critically and practically.
- c) To convince venture capitalist, investors and bankers in order to raise capital and obtain support for the venture.
- d) As a guideline for day-to-day management of our business.
- e) To evaluate the ability of this business whether it is able to compete with other competitors
- f) To add the numbers of the Bumiputera involvement as an entrepreneur for being involve in this business.
- g) To be able to distribute business resources more effectively.
- h) To fulfill the requirement of ENT300.