

**FUNDAMENTAL OF
ENTREPRENEURSHIP
ETR 300**

DIPLOMA IN ACCOUNTANCY

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KEPADA SESIAPA YANG BERKENAAN

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ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Kampus Sungai Petani yang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC) pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah :

1. ROHAYATI BT MAT RASIT
2. ASIAH BI MASHKURI
3. NORMAH BI ASMUNI
4. MARLIANA BT OMAR
5. PERIMAHANI BT NADIAH

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar



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PREFACE

Starting and operating a new venture involves considerable risk and effort to overcome the inertia against creating something new. In creating and growing a new business, the entrepreneur assumes the responsibility and risk for its development and survival and enjoys the corresponding rewards. The facts that consumers, businesspeople and government officials are interested in entrepreneurship is shown in the increasing research on the subject, the large number of college courses and seminars on topic and realization that this is an important topic for industrialized, developing and once-control economies.

Who is the focus of all this attention – who is willing to accept all the risks and put forth effort necessary to create a new venture? It may be a man or a woman, a technologist or someone lacking technologic sophistication or college graduate. The person may have been a manager, students, teacher or retiree. It is someone able to judge work, family and civic responsibilities while meeting payroll.

To provide an understanding of this person and process of creating and growing the new business, this business plan is divided into five major sections. The first part is about general description of the business such as background of the business and the partners, logo and its description, business agreement and location of the project. The second part is about organizational plan. Includes in the organizational plan are organizational chart, table of job designation and job description, remuneration table, list of furniture and fittings and administrative budget.

The third part of the business plan is marketing plan. It is a process of planning and executing the conception, pricing, promotion and distribution of product that satisfy individual and organizational objectives. It includes target market, market size, competitions, market share, sales forecast, marketing strategies and marketing budget. Part four of this business plan is about operation plan or a production plan. This plan describes the complete manufacturing process, the physical plant layout, the machinery and equipment needed, operation overhead and production budget.

One of the most difficult aspects of creating and establishing a new venture is in the focus of part five, that is financial plan. This part discussed about sources of financing capital, project implementation cost, cash flow pro forma, profit and loss pro forma and balance sheet pro forma.

To make this business plan interesting and as meaningful as possible, each part begins with introduction, which is relevant to the part material, objectives or goals of each part, and there is some information as reference at the end of this business plan.

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