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CAWANGAN SARAWAK**

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DIPLOMA PENTADBIRAN AWAM
ETR 300**

GOLDEN BOWL CENTRE

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2.0 EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Kota Samarahan, our group decided to specify our business in selling our services. Our group has come up with the business plan of partnership whereby our organization's name will be known as Golden Bowl Centre.

The General Manager is the head of the business company. This position is responsible for all management for his company that includes employees' welfare. The entire decision making is in his hand after discussion with the Board of Director. He also leading, controlling, planning and looking for the business opportunities. He wills assisted by other four shareholders that have been agree to cooperate with him to establish the Golden Bowl Centre.

The 1st member of this company is Administration Manager. This position will responsible for entire job related to office administration. This position will responsible and manage all the things that relate with her position.

The 2nd member of this company is Operational Manager. The Operational Manager will controlled and monitor the operation. She also will manage our business that we organize. In another word, she has a power or an authority to monitor all the related work in our company.

The 3rd member is Financial Manager. She will responsible for the financial matter and preparing budget financial statement for department expenses. She will manage all the financial company. All the expenditure that will or already use will be monitored and control by her.

The 4th and the last member of this company is Marketing Manager. The function of this position is to prepare the marketing plan. This person whom hold this position must have a capability and confident to speak in front of the customer. This is to influence and to attract the customer with our business. The other function is to identifying target share and to develop the market strategies.

All the members will be considering as a shareholder that contribute a capital to open this bowling business.

4.6 BUSINESS OBJECTIVES

Business objectives are a guideline for the organization to act. It must be suitable for the business in order to operate effectively. The following below are the objectives of our business.

- *To gain maximum profit*

The main objective of our business is to gain maximum profit. When we have gain profit, we will be able to expand our business.

- *To become a high quality bowling centre*

As a bowling centre, we will make sure that our organization will supply only the high quality services. This is really important in getting the trust of our customers and to satisfy them.

- *To minimize cost of production and management*

To get the maximum profit, we also will minimize our cost of management and services. This is also to make sure that our administration and operation is run effective and efficiently.

5.0 ADMINISTRATION PLAN

5.1 INTRODUCTION TO ADMINISTRATION

A business needs a productive and proactive management which can run the organization effectively and efficiently. In a good business management, everyone should contribute well and be responsible to their jobs. This will create a good and conducive working environment. Specifically, shareholders must be able to identify the potential and the abilities possessed by the company which can actually boost the enthusiasm and morale of working within an organization. In addition, participation of the other personnel is also important as to accomplish the missions of the company, maximize the profits and improve the reputation of the company.

Other than administrative plan, there are several aspects which should be taken into consideration. In order to reach the organization's goals, the shareholders are liable to formulate company's policy and procedure to ensure the attainment of business mission and objectives and device a workable strategy to achieve them. The position and responsibilities had been given to the shareholders according to the educational background, skills and abilities.

As to manage the organization, we will create a comfortable atmosphere for all those who are working together in the organization as well as to ensure a high satisfaction among the entire valuable customer. In line with that, we will also make sure that the operation of the business runs smoothly. Our organization will put all the efforts towards the advancement of our business and try to promote our company to become well known.